

# *The National* **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



EVERY DAY some 40,000 people pass in immediate vicinity of call office of brand-new Terminal Cleaners in busy Journal Square Terminal, Jersey City, N. J. Commuters provide bulk of business. See story on page 46

New layout doubles small-plant output.....Page 39

Personal touch holds high-class patrons.....Page 42

New fur vault draws suburban customers....Page 96

**NOVEMBER, 1953**

University Microfilms  
315 North First Street  
Ann Arbor, Michigan



**More working hours from detergents are**



*"in the bag"*

**with HYFLO**

**Hyflo\* completely removes all solid soil—without removing active detergent!** The result is that in charged system cleaning you can achieve important cost savings, make detergents work longer and do a better cleaning job.

Whether you are using a washer-extractor, an extractor-rinse or just one or two washers, simply follow these two steps: (1) employ Hyflo in your filter; (2) distill rinse solvent regularly.

Unlike other materials, Hyflo does not adsorb or remove active detergent. Thus you can maintain a high detergent concentration throughout the washer run. Yet this lightweight, highly porous filter powder does screen out all insoluble dust, dirt and other soil... gives you crystal-clear solvent, at fast flow rates. Your garments come out cleaner, you get longer filtration cycles, you need to replace solvent less often.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Drycleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay St., Toronto 1, Ontario.

\*Reg. U.S. Pat. Off.



**Johns-Manville HYFLO**

**the filter powder for charged system cleaning**



# lint-free<sup>\*</sup> cleaning

\*elimination of  
excessive lint

with

## **BUCKEYE** *clean-charge*

From the Davies-Young laboratories comes the revolutionary discovery of amazing new qualities possessed by **Buckeye Clean-Charge!** Tried and tested in leading plants throughout the nation, the anti-static ingredient that is incorporated in **Buckeye Clean-Charge** gives the best lint-free results!

\* patent applied for



Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

- There is no transfer of lint from darks to lights!

- Color and fabric Classification time is eliminated!

- Finishing is easier and faster!

- Tumbling capacity is increased!

- Static is eliminated from fashionable synthetic fabrics!

Write for further information on

**BUCKEYE**

LINT-FREE CLEANING

# BE SAFE

in hand-finishing the  
heat-sensitive fabrics

**DrycoMatic**  
THUMB-OPERATED  
STEAM-ELECTRIC IRON



Holds heat within 248° to 269° (AT LOW SETTING)  
with NO WATER SPOTTING!



IF YOU COULD LOOK  
INSIDE YOU'D KNOW



STEAM MUST  
TRAVEL FROM  
TRAP TO TRAP  
TO REACH THE  
OUTLET



ANY DROPS OF  
WATER IN THE  
INCOMING STEAM  
VAPORIZE WHEN THEY  
HIT THE HOT TRAPS  
IN THE SOLEPLATE

New fabrics  
can be ruined by high heat

Textile authorities name 275° as the top limit for ironing most synthetic fabrics. Higher heat may cause permanent damage—fused fibers, ugly glaze—that will result in expensive claims.

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Precision-built thermostat on the DrycoMatic Iron maintains a temperature, at low setting, within the range of 248° to 269°—safely below heat limit named by synthetic fiber producers.

**Finish better...20% faster!**



Finishers are freed from obsolete foot pedal; have greater working range. Their fatigue is cut 50%.

**NO HEAT IN OPERATOR'S FACE**

Unique soleplate design permits small separator, mounted below the board, for cooler operation.

**STOPS FOOT-PEDAL FUMBLING...CUTS FATIGUE 50%**



DrycoMatic Thumb-Operated Steam-Electric Iron, complete with Speedway Assembly: includes cord, steam hose, Cord-A-Way arm, solenoid valve, pilot light, separator, mounting bracket, ready to install.

MODEL 6330 (3-lb.) \$82<sup>50</sup>  
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Order Now FROM YOUR SUPPLIER

**Dryco** CORPORATION

DRYCO EQUIPMENT  
COSTS ONLY A FRACTION  
OF WHAT IT SAVES

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EVANSTON, ILLINOIS  
(SUBURB OF CHICAGO)

# THOUSANDS OF CLEANERS ATTRACTED *millions* OF NEW VOLUME IN THE PAST YEAR

(HELD OLD CUSTOMERS, GAINED NEW ONES)

WITH **NEV-R-SPOT** AND **FabricRenewing**  
PRESS PLATE LINERS PRESS PLATES

IT WILL COST YOU LESS TO GIVE YOUR CUSTOMERS

## CRISP, SPARKLING FINISHING

**SAFEST** PRESSING OF ALL FABRICS



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"Orlon" is DuPont's trademark for acrylic fibers.



For 100%  
Pressing Satisfaction  
You Need BOTH!

**NEV-R-SPOT Liner**  
Stops Steam Marks!

A DAVIS NEV-R-SPOT STEAM-CONDITIONER LINER on every press makes you sure of finest finishing on all garments and all fabrics. Steam reaches and revives each fiber; its heat is reduced to a safe 250°; "nickel spots" are banished forever.



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PATENTED AND  
PATENTS PENDING

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IN YOUR PRESSES!**

DAVIS FABRIC-RENEWING PRESS PLATES put new life in garments. The exclusive burred surface lifts the nap, restores original finish. New life in presses, too—you get faster steaming and better pressing because Davis Plates have 6 times more perforations.



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47" to 54" sizes.....	13.95	19.25
Mushroom sizes.....	8.95	11.00

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SPECIALTIES, Inc.

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MANUFACTURERS,  
EVANSTON, ILL. (SUBURB OF CHICAGO)

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**PHIL GREENE**  
Editor  
**GALINA TERR**  
Managing Editor  
**LOU BELLEW**  
Associate Editor  
**HENRY MOZDZER**  
Associate Editor  
**ROLLIN NELSON**  
Art Editor  
**DAVID G. KAPLAN**  
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**JOSEPH C. MCCABE**  
Engineering Editor

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We've talked to three plantowners in the last month who either don't want to increase their volume beyond its present level, or who wish that their plants were smaller. These men, whose volumes are in the \$200,000-300,000 category, are all firmly convinced that they made more money, had fewer thorny problems, and got more fun out of running their businesses when they were on a smaller scale.

### How Big?

Size, they said, had brought a bigger payroll, greatly increased overhead, the complications of routes and charge accounts—to name just a few of the drawbacks. With good supervisors very hard to find, more volume has meant more work and not very much more in the personal account at the year's end.

The kind of setup that sounded good to them was a nice little drive-in in a good location, a small synthetic unit and five or six employees at most.

All this started us to thinking about size. These men were not small-minded or stupid. They were all running nice plants and as nearly as we could judge were doing all right.

How, we wondered, does this viewpoint jibe with the oft-expressed maxim that there is no standing still, that a business is either going up or headed down? It may be that there are a lot of exceptions to the old maxim, that a man can reach an economic level, be happy and satisfied with it, and do pretty well by himself and his customers without getting any bigger.

Maybe the times have a lot to do with it—taxes, inflation, the labor situation, and the rest of the things that aren't all they might be.

If there is an answer to this size question, it probably lies in the size of a man's executive ability. Our three friends aren't ready for retirement by any means. If they do sell out and get small plants, those plants won't be small long.

A few days ago we broke down and bought a television set. Like most new viewers we've been twirling the channel knob half the night and taking in dozens of quiz shows, dramas, detective programs and the rest. The other evening we took in "My Friend

### Irma's Hero

Irma" for the first time and got quite a belt out of noting that the guy who made out the best was a drycleaning routeman. At one point

Irma was snatching her dresses off the hangers and trampling them to have an excuse to call him back.

Our hat's off to the TV writer who made the hero a drycleaning routeman instead of a milkman or brush salesman. Here's hoping he keeps it up.

Speaking of routemen, Pete Day in Philadelphia has his routemen capitalize on the plant's free repairs by calling the customer's attention to the replaced button or mended lining when the garment is delivered.

Not a bad idea.—P.G.

**NED WINTERSTEEN**  
General Manager

**JOHN J. MARTIN**  
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**EASTERN ADVERTISING**  
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Equal parts of PYRATEx and WATER make the most economical **wet spotter** for paint-oil-grease.

Order a case of PYRATEx from your favorite jobber and write to us for free copy of treatise titled "Lipstick Loads."



**BUY PYRATEx**  **by the case and save**



When you order from your jobber in the original 4-gallon case, you take full advantage of the saving made possible by our mass production and distribution in this standard package. If you order less than a case you automatically increase your jobber's cost of handling, packaging, delivering and billing, at least a portion of which he must pass on to you. Save 35c on each gallon you use by ordering in the standard 4-gallon case.

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SPY 9-B

For November, 1953

When writing to advertisers please mention The NATIONAL CLEANER & DYER





*"Fletcher* **FLOW-RINSE**  
has boosted my production  
**100%"**

says **Jack Rosky**  
OWNER OF  
**ATLANTIC SERVICE  
CLEANERS & DYERS**  
Atlantic City, N. J.

Jack Rosky, pictured above with his new Flow-Rinse extractor, was the first drycleaner to use this latest Fletcher development for complete and automatic rinsing with the charged system.

In a recent unsolicited letter to Fletcher expressing his complete satisfaction with the new extractor, Mr. Rosky says, "Fletcher Flow-Rinse has boosted my production by 100%. I formerly produced 600 lbs. per hour and am now able to produce 1200 lbs. per hour. Obviously,

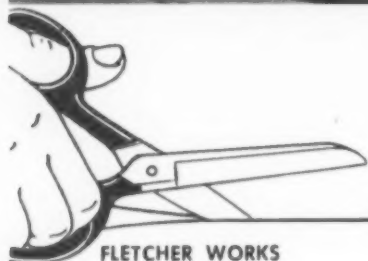
this has made a big saving in operational costs. Furthermore, I am saving labor costs in my spotting department and have practically eliminated wet cleaning.

"As far as quality of work is concerned, it is so excellent as to be almost unbelievable. The clothes have that 'right feel' and a brand new look. The white work is what we call 'real white'.

"Fletcher Flow-Rinse gives to the dry cleaning business everything it needs to produce quality work with the charged system without a large initial investment or large installation, piping, or foundation cost. It was installed like any other extractor without much additional cost, and it will certainly fit into any plant that has bought new equipment since the Second World War"

Jack Rosky's commentary seems to sum up the advantages you can obtain by installing a Fletcher Flow-Rinse Extractor economical automatic two-bath cleaning.

If you would like further information on this new method of extractor rinsing just clip the coupon, fill it out and mail it to Fletcher. There's no obligation, of course.



**FLETCHER WORKS**  
213 GLENWOOD AVE.  
PHILADELPHIA 40, PA.

Gentlemen:

Please send me, without obligation, more information on your new Flow-Rinse extractor.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
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# MORE FACTS—FEWER WORDS

## ... that's the VIVIDOL story

### *Performance\** . . .

## is the only test of a "charge soap"

### *\*If it's Conductivity . . .*

In actual tests by an independent testing laboratory VIVIDOL CHG was found to have a higher conductivity than any other leading soap. These were the conductivity measurements found:

Nationally Advertised Soap A . . . . .	12 units†
Nationally Advertised Soap B . . . . .	10 units†
Nationally Advertised Soap C . . . . .	30 units†
Soap A with .7% controlled water . . . . .	110 units†
VIVIDOL CHG . . . . .	280 units†

† (all soaps measured with standard conductivity meter with 4% charge. Units = reciprocal of megohms)

Without moisture VIVIDOL CHG has more than twice the conductivity of its nearest competitor *with moisture*.

### *\*If it's Soil Removal . . .*

Tests in identical cleaning units using standard soil swatches prove that VIVIDOL CHG removes more soil and gives brighter work than any other soap. This is an actual study in a two-bath 4% charge:

	VIVIDOL	SOAP A With Conductivity Control
Percent of Greying . . . . .	1%	5%
Cotton Soil Removal . . . . .	90%	86%
Wool Soil Removal . . . . .	96%	88%

### *\*If it's Relative Humidity . . .*

Stamford Chemical's HYDROSORB chemically controls the relative humidity of solvent in addition to controlling its purity. Not only does HYDROSORB allow the greater use of moisture with complete garment safety, but also maintains the fatty acid count of your solvent uniformly low *without removing any of the soap*. A free pamphlet explaining Relative Humidity and Moisture Control in Drycleaning will be sent to you upon request to the address below.

---

Read what Jack Rosky of Atlantic Service Cleaners, Atlantic City, N. J., has to say about VIVIDOL CHG: ". . . . I've been running VIVIDOL CHG in my Fletcher Flow-Rinse Extractor and am most pleased with the extraordinarily high percentage of pass ups and the exceptional brightness. I went through the entire summer—on the seashore—with uniform cleaning and no wrinkling . . . Truly magnificent cleaning . . ."

---

## The Stamford Chemical Company

MANUFACTURING CHEMISTS

60 Spruce Street, Stamford, Conn.



This Solvo-Miser 75 is the latest addition to Hoyt's well known line. With this 75 lb. capacity (dry weight) unit Hoyt now offers the most complete line of reclaimers — there's a Solvo-Miser for every requirement — from the smallest shop to the largest cleaning establishment. For full information, write Hoyt Manufacturing Corp., Westport, Massachusetts.



DRYERETTE



WESTPORT



G.F.D. DRYER

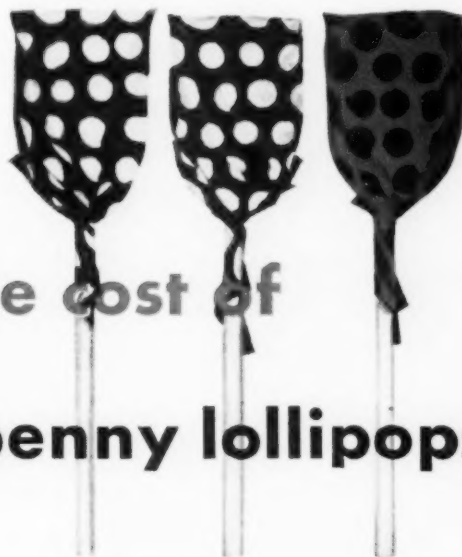


SOLVO-MISER



BIG BERTHA

a gallon of **RSR** digesting solution



for less than the cost of  
**3 penny lollipops**

Right...it costs you less than 3 cents to make a gallon of the fastest-acting, surest-acting digesting solution you can buy!

You get enough for 141 gallons of digesting solution from every pound jar of **RSR**!



For better work, maximum efficiency and for **ECONOMY** that no other digester can match...

put all garments that  
are to be wet-cleaned  
into an **RSR** Bath first.

This is routine practice in the most profitably-operated shops in the country.

Following this practice is found to be particularly desirable where the strong soap solution is used...because the **RSR** Bath makes it easy to wash away spots that, otherwise, may be so hard-set and tenacious that only a hazardous amount of hard, hand scrubbing could remove them.

**WALLERSTEIN COMPANY, INC. • 180 MADISON AVENUE, NEW YORK 16, N.Y.**

## LETTERS to the EDITOR

### Glad To Help!

To the Editor:

We would appreciate your information whether you could give us the rights to perform translations of some articles in your magazine and if we could be entitled to use your illustrations, which we may find of use on this side.

For your guidance, we beg to say that our aim is to improve the skill of the members in our cleaner's association here and give their employees an opportunity to render the Finnish public better cleaning opportunities, based on your experiences.

Further, we believe we shall be able to use your illustrations for taking mats, if you would not have mats available for our use, as we think they are quite clear and distinct in your magazine, of which the writer has been a steady subscriber for years and still am.

It certainly would mean an improvement for the Finland cleaning industry if you would reply in the affirmative to our above enquiries and we are looking forward to an early receipt of your positive reply with interest.

S. KARMI

Helsinki, Finland

O. Y. American O. A. B.

We couldn't read the attractive promotion folder Mr. Karmi enclosed, but the pictures tell us his firm offers every imaginable sideline.—Ed.

### Don't Forget To Notify!

To the Editor:

Please send my magazine to the new address. I have neglected notifying you and consequently I have not been receiving my magazine regularly.

Keep up the good work. The magazine is a good investment for any drycleaner.

ABBLE H. MAYNER  
Modern Cleaners

Vivian, Louisiana

### Launderer on Sport-Shirt Cleaning

To the Editor:

I was very much interested in your article regarding sport shirts in your August issue of *CLEANER & DYER*. It came out in the midst of a discussion we were having locally with other cleaners and launderers.

However, we do not think you arrived at the right solution from the survey—which was, that the drycleaners should get into the shirt laundering field—although you are right regarding the drycleaning prices for sport shirts being too high. Your survey showed only one drycleaning plant operating a shirt laundry and its rating was unsatisfactory.

The right conclusion we have arrived at locally is that sport shirts, other than cotton, should be handled by the drycleaning department and either washed or dry-cleaned as necessary, but should be finished on the steam head presses rather than hot head.

We will package on hangers and price about 10 cents over laundry prices.

SYDNEY W. GARRISON, Manager

Moultrie, Ga. Moultrie Laundry & Dry Cleaning Co.

### How To Cure a Burn

To the Editor:

Of all the instructions, notes, etc., we received with orders from our customers, we believe we have had the "Daddy of 'em all." Attached to a pair of trousers that had been burned was this note. To wit:

"After I scorched these trousers I put some Unguentine on the places that were injured—then water and finally lemon and salt and put in the sun.

"I hope you can do something with the pants—or that they can be mended.—Mrs. K."

We felt that this incident might be of interest to your readers.

JACK GORE  
Gore's

Beaumont, Texas

They tell us everything's biggest in Texas—why not the biggest customer boner?—Ed.



"So your truck is missing? Give me a few days to look around—it may turn up, like my gray suit!"





**"GROSS  
TOPS  
THEM  
ALL"**

HERMAN N. BOSBACH, well known New England dry cleaner, clearly appreciates the efficiency and convenience of GROSSAIR Open-End Tumblers. Available in three sizes: 42 x 42, 38 x 36 and 36 x 30, there is a size to accommodate every washer load and maintain a balance cleaning cycle.



*Write or phone for details!*



**GROSS MACHINERY CO., INC.**

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment  
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.



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You'll find all the answers in the

### Manual for TRAINING SILK FINISHERS

BY LAURA HERRMANN PORTERFIELD

**A complete textbook  
on silk finishing—**  
*step-by-step instructions  
for training new help or  
retraining present opera-  
tors in every phase of silk  
finishing, using all types  
of equipment*

Reprinted from the NATIONAL CLEANER & DYER series by a leading expert—known throughout the drycleaning industry as a former instructor at the National Institute of Drycleaning, demonstrator for equipment manufacturers and plant consultant in silk finishing

### *Here's what you get in the MANUAL*

- ▶Sleeving on Puff Irons
- ▶More Sleeving Operations on Puff Irons
- ▶Finishing Collars and Dress Tops on Puff Irons
- ▶Finishing Complete Top of Garment on Puffers—Use of Water Spray Gun and Bag Sleever
- ▶Steam-Air Finishing of Silks
- ▶Finishing Skirts of Soft Materials on Finishing Board or Offset Press
- ▶Touch-up With Hand Iron, Finishing Hard-finish Fabrics on Offset Press
- ▶Finishing Skirts, Suit Skirts and Petticoats
- ▶Finishing on Press Machines—Sleever, Mushroom, Utility and Hot-head
- ▶Reshaping Wetcleans
- ▶Hand Finishing
- ▶Finishing Pleats
- ▶Finishing and Reshaping Knitted Garments

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304 East 45th Street  
New York 17, N. Y.

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Please send me my copy (postage paid) of the MANUAL for TRAINING SILK FINISHERS by Laura Herrmann Porterfield.

Name \_\_\_\_\_

Firm \_\_\_\_\_

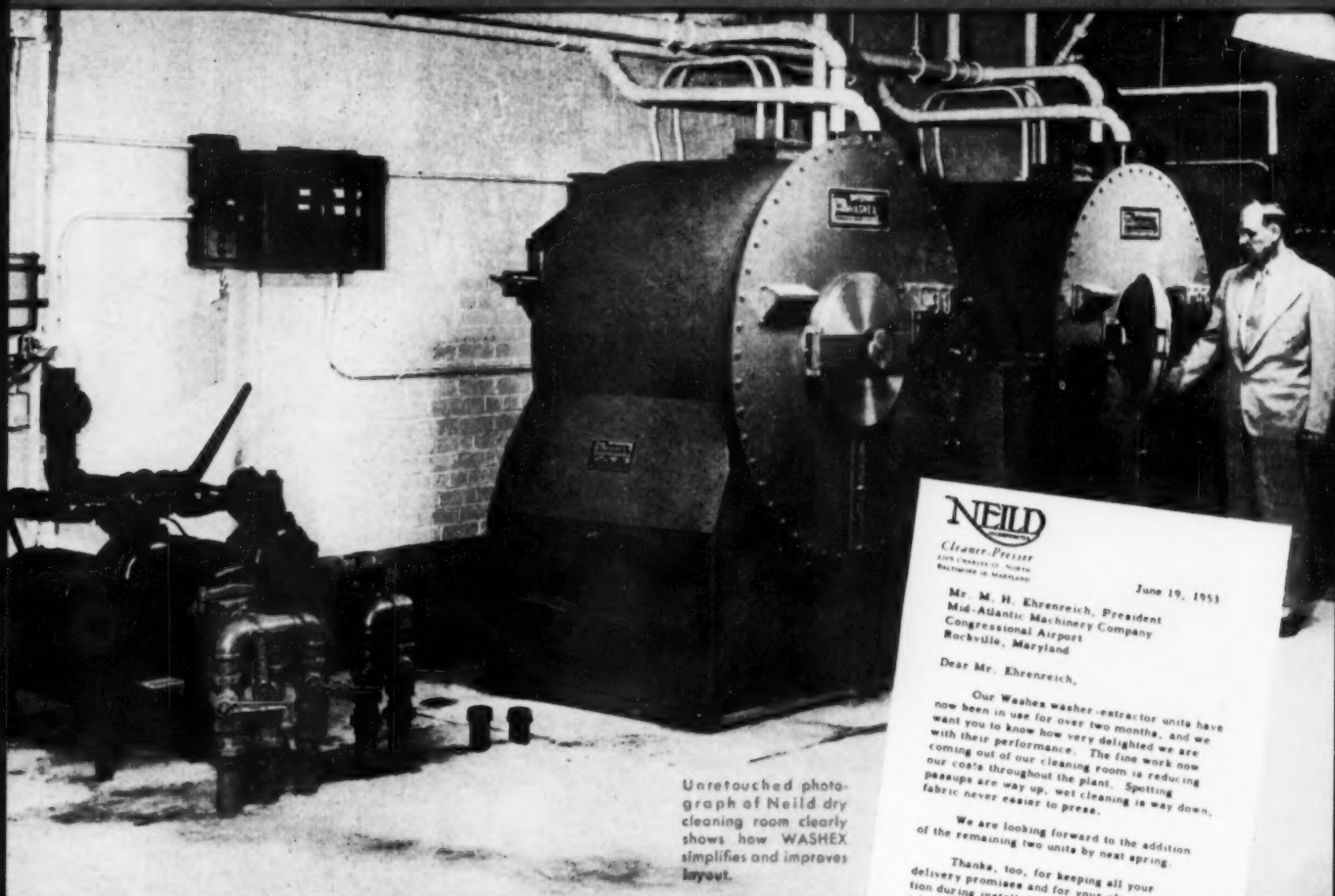
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**NOW**—in answer to countless requests from subscribers—reprinted in permanent booklet form—complete with detailed, how-to-do-it photographs.

**Price \$1.00**

**"100" WASHEX** *Combination Washer-Extractors* make the difference!



Unretouched photograph of Neild dry cleaning room clearly shows how WASHEX simplifies and improves layout.

**NEILD**

*Cleaner-Presser*  
1201 CHARLES ST. NORTH  
BALTIMORE 10, MARYLAND

June 19, 1953

Mr. M. H. Ehrenreich, President  
Mid-Atlantic Machinery Company  
Congressional Airport  
Rockville, Maryland

Dear Mr. Ehrenreich,

Our Washex washer-extractor units have now been in use for over two months, and we want you to know how very delighted we are with their performance. The fine work now coming out of our cleaning room is reducing our costs throughout the plant. Spotting passages are way up, wet cleaning is way down, fabric never easier to press.

We are looking forward to the addition of the remaining two units by next spring.

Thanks, too, for keeping all your delivery promises and for your close cooperation during installation. That really means a lot these days.

Sincerely yours,

*Arthur N. Neild*  
Arthur N. Neild

ANN: nwn

**Pass-Ups UP... Wet Cleaning DOWN...**

**Fabrics never easier to press!**

Dry cleaners who demand the finest select WASHEX Combination Washer-Extractors. Double handling of work is eliminated by the combined washing-extracting operation and exclusive WASHEX Advanced Cyclonic Whirl Cleaning greatly improves quality and assists in speeding work through the plant.

The "100" WASHEX Combination Washer-Extractor is real dry cleaning efficiency at its peak. Investigate today and find out why the nation's finest dry cleaners have selected WASHEX Combination Washer-Extractors for the most distinguished dry cleaning performance.

**Exclusive Advanced Cyclonic Whirl Cleaning**



High ribs tend to cause bundling.  
Result: Ineffective cleaning action



Cyclonic Low Rib Construction  
Result: Gentle, yet thorough open cleaning



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192 BANKER STREET  
BROOKLYN 22, N. Y.

**FREE:**

Send for your 1953  
descriptive literature.

Washex Machinery Corporation  
192 Banker St., Brooklyn 22, N. Y.

Gentlemen:

Please send me your latest literature regarding:

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# *Now!* 4% CHARGE! in a SINGLE BATH METHOD



PROVEN more efficient!

PROVEN more economical!

PROVEN PROCESS for all plants!

## **BUCKEYE CLEAN-CHARGE**

- is light in color . . . solvents remain clear and clean!
- is composed of synthetic materials!
- has a fabric retexturing quality!
- can be used with sweetner powders!
- has moisture control!
- removes a high percent of carbon type soil and a high percent of wet soil!
- solvent is easily distilled!

WRITE FOR FURTHER INFORMATION  
ON THE 4%  
SINGLE BATH METHOD



TRY

## **BUCKEYE 4% CLEAN-CHARGE**

IN A SINGLE BATH AND SEE THE OUTSTANDING RESULTS! YEARS OF CONSTANT RESEARCH AND EXPERT TESTING HAVE RESULTED IN THIS HIGHLY EFFICIENT SINGLE BATH METHOD!

*Saves time!*

- Short cleaning cycle!
- Faster, easier finishing!
- Cleaning room capacity increased!

*Saves money!*

- Spotting is at a minimum!
- Wet cleaning is at a minimum!

SYMBOL OF QUALITY

THE **DAVIES-YOUNG**  
**SOAP COMPANY**  
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844



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**BIG PROFITS**  
*Shampooing Rugs,  
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**Rug, carpet and upholstery  
 cleaning department started as  
 side-line often becomes  
 most profitable part  
 of business!**



THERE'S BIG MONEY in rug, carpet and upholstery cleaning . . . and YOU are in a good position to earn it. Your customers have rugs and upholstered furniture that need cleaning at least once a year. Many of them have tacked-down carpeting that never gets cleaned . . . until some enterprising cleaner comes along and offers to shampoo it on location. YOU can get this business. Your customers know you for dependable workmanship, and will readily trust you with their cleaning.

**A Bright Future**

Business from your present customers is only a beginning. Aggressive advertising will bring you plenty of new business . . . not only from homes, but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD helps you advertise at small cost by furnishing newspaper ads, radio announcements, postcards, circulars and many other Sales and Advertising Aids.

**Easy to Get Started**

All the HILD Equipment you need to get started can be bought with a down payment as low as \$450. A HILD representative will carefully instruct your employees. HILD pioneered on location cleaning and the HILD System is today used by leading cleaners everywhere. Don't delay getting into this big-volume, money-making business. Mail the coupon now!

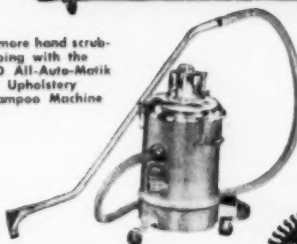


HILD Portable  
 Rug Beater



No more hand scrubbing with the  
 HILD All-Auto-Matic  
 Upholstery  
 Shampoo Machine

HILD Wet-and-Dry  
 Heavy Duty VACUUM



**Mail TODAY for FREE CIRCULARS**

HILD FLOOR MACHINE CO.,  
 740 W. Washington Blvd., Chicago 6, Ill.

Send free circulars on rug, carpet and upholstery cleaning.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

NC-11

HILD Factory Branches at:

250 E. 43rd St.,  
 New York 17, N. Y.

4271 W. Third St.,  
 Los Angeles 5, Cal.





## SIGNS of the TIMES

**Public Service by Drycleaners:** Several members of the industry have responded to pleas for assistance for victims of the recent earthquake in Greece. Among those helping are: Pappas Cleaners, Joliet, Ill., by collecting clothing; Bob and Phil's Dry Cleaners, Lansing, Mich., by offering free cleaning of blankets designated for the Ionian Islands and several members of the Saginaw (Mich.) Dry Cleaners Association, who are also cleaning blankets free of charge.

Haight Cleaners, San Francisco, is collecting clothing for the American Friends Service Committee for shipment to people living in Communist countries.

Among the merchants of City Line, a section in Brooklyn, N. Y., who sponsored a bus trip for local children was Nu Mode Cleaners. This firm provided candy for the trip.

Sunset Cleaners, Ocean Beach, Calif., helped the members of Boy Scout Troop Number 28, by cleaning their American flag and troop flag free of charge.

Korean veteran Wally Roessler, Gifford, Ill., asked Vans Cleaners, Rantoul, Ill., for special quick service in cleaning his uniform. He got it—without any charge for the job.

Among local firms that distributed free tickets for a motion picture to children in the Los Feliz Hills area of Los Angeles is Wise Way Cleaners.

Morrell Cleaners and Furriers, Aurora, Ill., is sponsoring a fashion show for the benefit of St. Joseph's Hospital.

L. Michael & Son, New Richmond, Wis., is now drycleaning free of charge any clothing contributed for the relief of Korean war victims.

New president of Errol-Woodstock Lions club is Al Cash of Cash's Cleaners, Portland, Ore.

# #

**School Days Bring New Co-op Plan:** A number of drycleaners throughout the country have formed a cooperative exchange plan that will ensure college wardrobes arriving at school fresh and unwrinkled. The customer brings the garments to his local cleaner who sends them, properly insured, to the drycleaner listed for the college town. That cleaner processes the garments and delivers them to the college at a previously specified time. The same system works in reverse when the student returns to his home at the end of the year.

Vacationers or other travelers can make the same arrangements through this network of cleaners.

# #

**Booklet Helps Boost Goodwill:** According to "It Serves You Well," a new booklet offered by the Bureau of Business Practice, New London, Conn., every employee—regardless of where he works—can be a goodwill ambassador for his firm. The booklet, available for distribution by employers to their personnel, attempts to enlist the staff's support in building goodwill for the employer.

Sample copies are available on request from Bureau headquarters, 100 Garfield Ave., New London, Conn.

**Consumer Education:** Michael O'Neill, managing director of the Michigan Institute of Drycleaning, spoke at a luncheon meeting of the Sturgis, Mich., Rotary Club. His topic was "Human Relations in Business."

Fred Klann, feature writer for the Moline (Ill.) *Dispatch*, devoted his column one day to the drycleaning industry. He offered a history of the process and discussed many fallacious ideas that customers have.

# #

**Booklet on Small Business Management:** How the services of certified public accountants may profitably be utilized by small businessmen is explained in a new booklet published by the Small Business Administration. The 14-page brochure, "Public Accounting Service for Small Manufacturers," is the fifth of a series on the management of small business and is available from the U. S. Superintendent of Documents, Washington 25, D. C., for 25 cents a copy.

# #

**Cleaners' Floats Win and Place:** In the fourth annual Keepataw Days Festival, held in Lemont, Ill., the floats sponsored by Smith Cleaners and United Cleaners won the first and second prizes.

# #

**Cincinnati Cleaner Rewards Employee:** After-work hours of Clifford J. Schrauder can now be spent "busman-holiday" style—driving. Modern Dry Cleaners & Launderers, Cincinnati, Ohio, has presented him with a new automobile for his 25 years of service as a driver-salesman.

Mr. Schrauder's gift was made possible through a special fund set up several years ago by the company management to be used for the benefit of worthy employees.

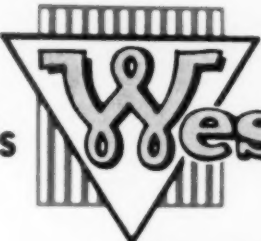
# #

**Swan Cleaners Hits Headlines:** A full page story on Swan Cleaners, Columbus, Ohio, appeared recently in the *Columbus Dispatch*. The newspaper traced the history of the 18-plant chain, operated by Andre Gelpi, and stressed the general management policies that have helped it grow.

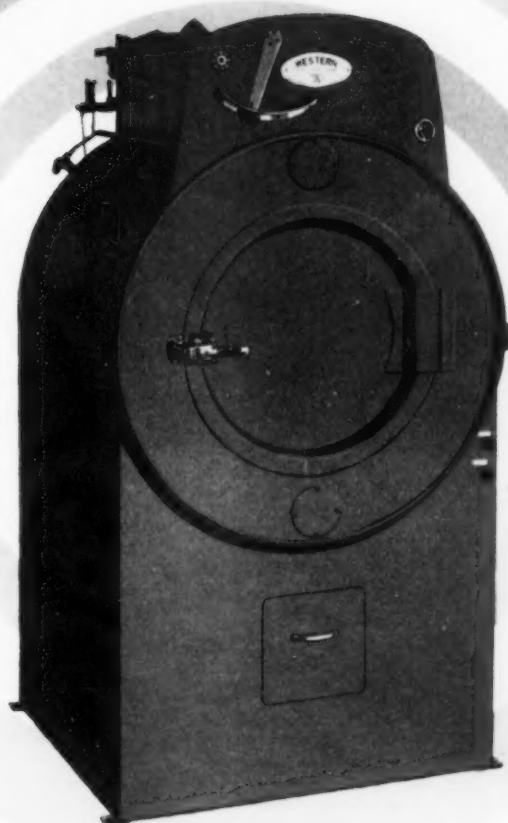
# #

**"E" for Error:** The secretary of a Long Beach, Calif., undertaking parlor was understandably taken aback when she answered the phone and heard what sounded like, "I want to ask some questions about dying." As she hunted for words, the woman's voice said, "This is the cleaner's, isn't it?"

It was the caller's turn to gasp when she learned she had the undertaker. Seems she had intended to dial Petri's Odorless Cleaners and ask about dyeing. The two phone numbers differ by only one digit.

— if it's  **Western** — it's **QUALITY** —

# REVERSING DRY CLEANING TUMBLERS



36 x 30 Model  
— Illustrated

Reverse tumble action as featured by Western puts an end to tangled, unmanageable, torn clothes... it's truly the advanced design tumbler... no troublesome gears or couplings... investigate now and you too will agree "In tumbler drying today—Western Reverse Action is the way".

Consult Your Jobber Today or Write Manufacturer for Details

3 models available: Laundry—Dry Cleaning or Gas Fired—also non-reversing models.

**MANUFACTURED BY**



**Western**  
*Laundry Machinery Company*

420 E. 10th St., Dept. NC-11, North Kansas City, Mo.



## The Hallmark of Circulation Value

Three thousand four hundred and fifty advertiser, agency and publisher members of the Audit Bureau of Circulations have a voice in establishing and maintaining the standards responsible for the recognition of this emblem as the Hallmark of Circulation Value. It represents the standard of value that these buyers and sellers of advertising space have jointly established as measurement for the circulation of printed media.

The basis for arriving at the advertising value of a publication is the Bureau's single definition of net paid circulation. With this as the standard, the circulation records of A.B.C. publisher members are audited by experienced circulation auditors. As specified in the Bureau's Bylaws, A.B.C. auditors have "access to all books and records."

Subscription and renewal orders, payments from subscribers, paper purchases, postal receipts, arrears are among the

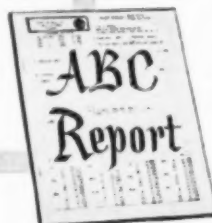
publisher's circulation records that are painstakingly checked by auditors and the resulting data are condensed and published in A.B.C. Reports.

Experienced space buyers use the audited information in A.B.C. Reports as a factual basis for their decisions in evaluating, comparing and selecting media. The FACTS in A.B.C. Reports for business publications include: • How much paid circulation • How much unpaid distribution • Occupational or business breakdown of subscribers • Where they are located • How much subscribers pay • Whether or not premiums are used • How many subscribers in arrears • What percentage of subscribers renew.

This publication is a member of the Audit Bureau of Circulations and is proud to display the Hallmark of Circulation Value as the emblem of our cooperation with advertisers. Ask for a copy of our A.B.C. Report and then study it.

### SEND THE RIGHT MESSAGE TO THE RIGHT PEOPLE

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate an audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.



## NATIONAL CLEANER & DYER

The ONLY National Drycleaning Magazine bought and paid for by its readers.

# ***NOW!* Ford Parcel Delivery with Fordomatic Drive!**



**You get double** the load space of conventional light duty panels with the Ford P-350 Parcel Delivery Chassis. Takes bodies up to 400 cu. ft. capacity. Low-FRICTION 101-h.p. Cost Clipper Six gives lively, gas-saving performance.

## ***Cuts stop-go route time!***

Now, a Parcel Delivery that can handle bigger routes and handle them *faster*—the new Ford P-350 with FORDOMATIC DRIVE! No time-wasting shift. Cuts route time. And Fordomatic *automatically* suits itself to all operating conditions—there isn't the wear-and-tear, on transmission or engine, that results from hurried or careless manual shifting. That's why FORDOMATIC can repay its extra cost over and over. See your Ford Dealer!



## **Fully automatic drive!**

## **No more clutching!**

With FORDOMATIC, there simply *isn't* any clutch. You're up to cruising speed in split seconds. Even with a full load, you breeze up steep hills with the greatest of ease—and that's without *any* time- or energy-consuming clutch-pedal work or gearshifting by hand!

# **FORD *ECONOMY* TRUCKS**

**SAVE TIME • SAVE MONEY • LAST LONGER**



Here's the

**CHARGE**

... that's Producing ~~ELECTRIFYING~~ Results

OF ALL CHARGE SOAPS!

**CHARGE**

WITH  
CHLOROPHYLL

THE **SUPER CHARGE**

by

**NU-PRO**

POTENT... POWERFUL... ECONOMICAL DETERGENT  
that means Top Efficiency in YOUR CHARGE SYSTEM

ODORLESS

FAST  
ACTING

REDUCES  
LINTING

ELIMINATES  
DISTILLATION  
TROUBLE

HIGH  
SOIL  
REMOVAL

BUILDS  
NO  
FILTER  
PRESSURE

TRY IT...and BE CONVINCED

SEE YOUR NU-PRO JOBBER...

FIELD MEN WILL DEMONSTRATE...

OR WRITE US DIRECT FOR TRIAL ORDER

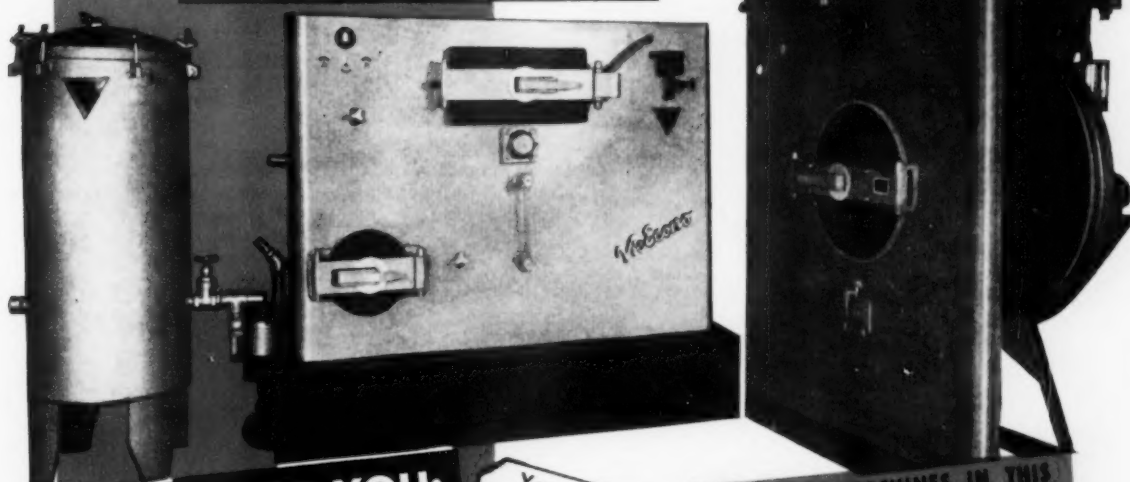
**NU-PRO** MFG. CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.



# Compare the new **VIC** *Synthetic* **Econo** with competing units *with recovery unit*

AVAILABLE WITH STRONG SOAP  
—TWO BATH SYSTEM



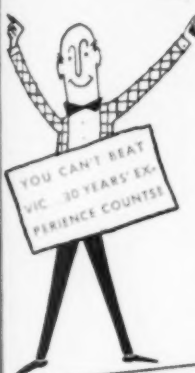
## VIC GIVES YOU:

CAPACITY: 108 to 130 lbs. per hr.  
FILTER: 1500 gals. per hr. (For BETTER Cleaning).  
CYLINDER SIZE: 30 x 22. (Almost 1/3 larger, giving better drop for thorough cleaning).  
SOLVENT FLOW: 1 1/4" inlet pipe, 2" drain pipe.  
CONSTRUCTION: 1/4" and 3/8" welded steel.  
EXTRACTOR: Speed, 650 RPM, Diam. 30".  
SOLVENT STORAGE CAPACITY: 105 gal.  
SPACE REQUIRED: 38 sq. ft.  
APPROX. WEIGHT: 3980 lbs.  
MUCK CAPACITY: 50 lbs.

### PLUS

Famous VIC drive (no clutch to give trouble); Automatic Timer; Centralized Controls; Solvent Saver; Soap Dispenser; Glass on washer to show solvent level.

You get this for  
**\$4350.00**  
F. O. B. Minneapolis



WORLD'S LARGEST LINE  
OF SYNTHETIC EQUIPMENT  
EASY MONTHLY  
INSTALLMENTS

## COMPETING MACHINES IN THIS PRICE RANGE ONLY GIVE YOU:

CAPACITY: 105 to 120 lbs. per hr.  
FILTER: 1000 gals. per hr.  
CYLINDER SIZE: 28 x 20.  
SOLVENT FLOW: 1" inlet pipe, 1 1/2" drain pipe.  
CONSTRUCTION: Light gauge metal.  
EXTRACTOR: Speed 590 RPM, Diam. 28".  
SOLVENT STORAGE CAPACITY: 81 gal.  
SPACE REQUIRED: 73.13 sq. ft.  
APPROX. WEIGHT: 3700 lbs.  
MUCK CAPACITY: 25 lbs.



## VIC CLEANING MACHINE CO.

EXPERIENCED SINCE 1912

MINNEAPOLIS 3, MINN.

Sales & Service in all Principal Cities

## BUSINESS BUILDERS

### White Glamorizes Truck Interiors



A special white paint job on the interior has given promotion value to the route trucks of Packham Cleaners in Vancouver, Washington. An enamel finish is applied over a coat of heavy white paint to the doors, walls and ceiling. A maroon inlaid-linoleum floor furnishes a striking contrast.

The paint job plus the flooring cost \$27.60 per truck.

According to Wally Packham, owner of the plant, the "whiter than white" interior creates a great deal of interest among people standing nearby when the truck doors are open. He believes the firm is getting a great deal of good advertising for the small amount of money.

### Show Was Too Good



An inveterate toy railroader, R. L. Ayers, Jr., of Covington, Virginia, set up part of the layout shown above in the show window of his textile maintenance and rug sales firm. He had hoped to attract attention to the new plant, located on a side street, and drum up some walk-in business.

It started with a bang and wound up a boomerang! By word of mouth the news spread through the valley and people from all sides brought their children to watch the show. Day after day people stood at the window or stepped into the store to follow the Lionel Express.

Then Mr. Ayers noticed after a week or two that mostly the same people were coming back again and again; they weren't building up his volume very much after an initial spurt; they were making it difficult for

regular customers to get waited on. So the railroad system was moved upstairs to a big room.

P.S. The local hardware store noticed an increase in toy train sales during that month.

### Way To Circulate Match Books

An effective way of getting advertising match books into the hands (and presumably, pockets) of prospective customers is suggested by a report from Dallas, Texas. Members of the Dallas Real Estate Board, attending a luncheon meeting at a local hotel, found in the ashtrays match books distributed by Fishburn's, one of the oldest and best known drycleaning concerns in the Southwest.

Advertising circulated at luncheon and dinner meetings of professional and business groups usually has the advantage of reaching the more solid citizens.

### Sportsman's Paradise



TROPHIES acquired by owner Giles Crowell and his father adorn back-drop of call counter at Fairview Drycleaners, Lexington, N. C. Shown left to right: Tarpon, raccoon, bobcat and sea bass. Stuffed diamond-back rattler (which had to be captured alive) on counter was finally removed as concession to the ladies. Oddly enough, another snakeskin prominently displayed drew no objections. Apparently the ladies are used to the skins in handbags and shoes.

### Telephone-Answering Service

If any customer of DeLuxe Cleaners in Port Angeles, Washington, wakes up in the middle of the night remembering that he wants the routeman to call, he need not wait till the morning—and possibly forget. In the course of recent remodeling of the plant, manager Merton Mathewson had an automatic telephone-answering system installed.

The equipment is contained in a small cabinet, and is set in operation by the first ring of an incoming call. Three seconds later the brief announcement message of DeLuxe is transmitted, then the machine records the message of the person calling.

Each morning all calls are played back from the record and entered into the schedule of the routeman before he starts out for the day. The service is operated 24 hours a day, 7 days a week.

# SOME CLEANERS...



## HAVE IT... SOME HAVEN'T!

### In PLANT after PLANT

THE DRYCLEANER WHO IS MAKING MONEY HAS THE

## Stā•Nu FRANCHISE

It's a fact! In town after town where drycleaners have taken on a Sta•Nu franchise, their sales have increased by leaps and bounds. Reason? *They've got something to sell!* A miracle finishing process that restores essential, life-giving oils to garments—makes them look and feel like new again. So enthusiastically acclaimed by the public, over a quarter of a million garments are finished with Sta•Nu process every day. If you'd like to be on the receiving end of this profitable business in a protected territory, get in touch with us right away.

#### READ WHAT STA•NU HAS DONE FOR THESE DRYCLEANERS

*"I have been a user of Sta•Nu since October 1, 1952, and have had an increase in my volume of between 25 and 30%."*

John A. D'Amico  
Arrow Cleaners & Dyers  
Houston, Texas

*"We have used Sta•Nu for approximately four months and are naturally proud to report that our drycleaning sales have increased better than 20%."*

James P. Brown  
Pearl Laundry & Dry Cleaners  
Richmond, Va.

*"I have used Sta•Nu in my plant for 90 days. My business has increased 35%."*

Ray Crowell  
Crowell Cleaners  
Batesville, Ark.

Stā•Nu is advertised in

# LIFE

every other week—in a powerful campaign that reminds 27,000,000 LIFE readers to

"SEND YOUR CLOTHES TO THE  
DRYCLEANER WHO USES STA•NU"



4852 W. Belmont Ave.  
Chicago 41, Illinois

This Press  
Uses Its Head  
To Give You  
Fine-Quality  
Pressing  
Naturally . . .



## The ACECO Air-Driven Press with Bar-Handle Head Control!

It's only natural to use familiar hand motions in operating a dry cleaning press. Operators are accustomed to putting their hand on the bar-handle to pull down the press head . . . therefore, the use of ACECO's new automatic Bar-Handle Control is a familiar motion. You have smoother operation, *naturally*, with ACECO Bar-Handle Head Control — and get top-quality pressing easier, faster, safer.

World's Largest, Most Complete  
Line of Dry Cleaning and  
Laundry Equipment





• **Easier** . . . Just touching the hand to the Bar-Handle Control

automatically lowers the head into pressure. So simple to operate, even "green hands" catch on quickly.

• **Faster** . . . A finger-touch on the Double-Handle Steaming

Control starts head steaming as the head lowers.

No lost motion, speeds up pressing.

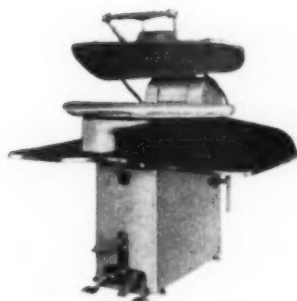
• **Safer** . . . Both the Bar-Handle and Pressure Treadle (for high

pressure) Controls are interlocked. You have no accidents by operator

stepping on treadle while hand is on buck — no costly damage

to garments by press being left with head closed.

• If you want smooth, high-quality pressing with little effort, call in your American Representative — or mail coupon today.



ACECO also makes this Foot-Operated Dry Cleaning Press to give you safe, easy finishing. Both Air-Driven and Foot-Operated ACECO Presses are furnished in Utility, Mushroom and Pants Leg Models, with either air or steam vacuum.

You can depend on this man

He's your American Representative, well-trained in dry cleaning operations. As he represents the World's *most complete line* of dry cleaning and laundry equipment, you can rely on his unbiased advice in your selection of equipment that's *just right* for you.

Your American Representative can help solve your production problems because he provides you with American's many years of experience in planning and equipping dry cleaning and laundry plants. Contact American for his specialized assistance at any time . . . without obligation, of course.



Clip and mail coupon today!

The **AMERICAN CLEANERS EQUIPMENT COMPANY**  
Division of The American Laundry Machinery Company  
Cincinnati 12, Ohio

ALM-47A

- ☐ Send literature on ACECO Air-Driven Dry Cleaning Press.  
☐ Send literature on ACECO Foot-Operated Dry Cleaning Press.  
☐ Have your Representative call.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



• UNDER CASKET HANGER



• WATER EXTRACTOR

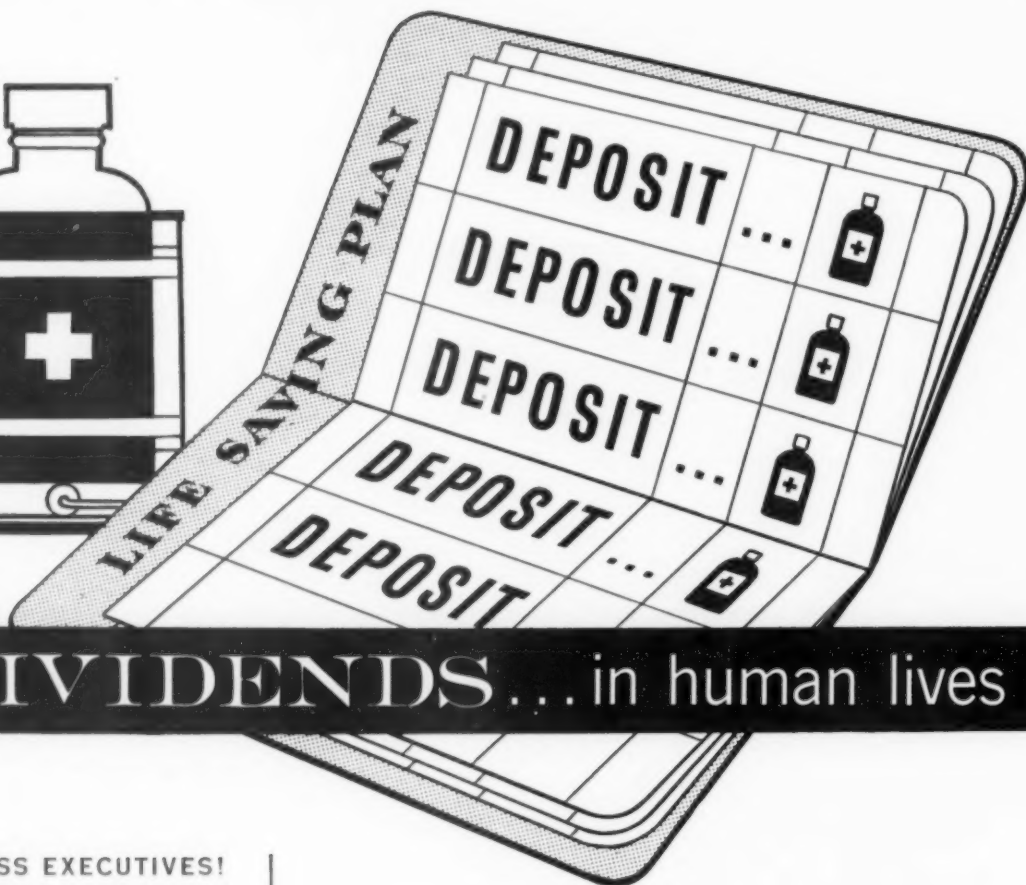
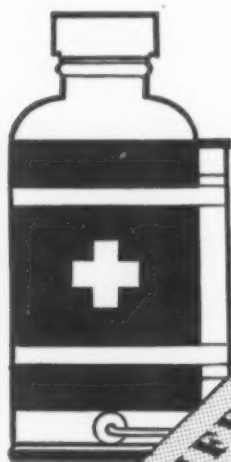


• COMPARTMENT DRYER UNIT



The  
**AMERICAN**  
CLEANERS EQUIPMENT CO.

Cincinnati 12, Ohio Division of The American  
Laundry Machinery Co.



## DIVIDENDS...in human lives

### BUSINESS EXECUTIVES! CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ☐ HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?
- ☐ HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?
- ☐ DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?
- ☐ HAVE YOU ARRANGED TO HAVE A BLOOD-MOBILE MAKE REGULAR VISITS?
- ☐ HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?
- ☐ HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?
- ☐ WAS THIS INFORMATION GIVEN THROUGH PLAN BULLETIN OR HOUSE MAGAZINE?
- ☐ HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?
- ☐ HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS?

Remember, as long as a single pint of blood may mean the difference between life and death for **any** American... the need for blood is urgent!

NATIONAL BLOOD PROGRAM



America's blood bank needs **more** blood, **now**. Be a regular depositor and know that your dividend is saving a life of some American—somewhere.

It may be a soldier shot down in battle, suffering from **shock**. Or someone here at home, sick and in dire need of new blood to restore life. A mother in childbirth, or a child in an accident.

America must give. America is **you**. Won't you call your Red Cross, Armed Forces or Community Blood Donor Center right now, for an appointment?

# GIVE BLOOD

...give it again and again

# HOW TO MAKE MORE MONEY



Advertise with

Screen  
Broadcast

**SPOT MOVIES** in your local theatres



**MAKE LOCAL THEATRE CROWDS  
YOUR CUSTOMERS**

**GET MORE CUSTOMERS.** Advertise your business with Spot Movies. These are already-prepared, *live-action*, talking motion pictures for use by Cleaners and Dyers in local theatres. The use of these films actually cost less than printing and mailing circulars. They are the same type used profitably by over 50,000 local firms, including hundreds of Cleaners and Dyers. Spot Movies command virtually 100% attention from audiences made up of *your best prospects*, the people who live in your trade area.

**SCREEN BROADCASTS ARE MASTER SALESMEN.** These FULL COLOR films give *life* to your sales messages. They cover the many services you offer, including cleaning of Ladies', Men's and Children's wear . . . and they stress that regular cleaning prolongs the life of clothing. Most important, they emphasize that your shop is a friendly and convenient place with which to deal. SCREEN BROADCAST Spot Movies are ready for your use—we handle all details, including booking and inserting YOUR STORE NAME and ADDRESS which is shown on the GIANT screen for a full 1/3 of each film.

Send coupon today for free folder. No obligation.

**Mail Coupon Today for Free Information**

The Screen Broadcast Companies  
**Motion Picture  
Advertising Service Co., Inc.**  
1032 Carondelet St., New Orleans, La.

**United Film Service, Inc.**  
2449 Charlotte St., Kansas City, Mo.

Members of Movie Advertising Bureau

CANADIAN DISTRIBUTOR:  
AD FILMS LTD., TORONTO

**UNITED FILM SERVICE, INC. or MOTION PICTURE ADV. SVC. CO., INC.**

Dept. ND-11  
2449 Charlotte Street,  
Kansas City 8, Mo.

Dept. ND-11  
1032 Carondelet Street,  
New Orleans 1, La.

Please send me, FREE, your illustrated  
folder that tells how I can get more customers by advertising in the movies.

Firm.....

Address.....

City..... Zone..... State.....

By.....

**Facts About  
Screen Broadcast  
SPOT MOVIES**

Screen Broadcast SPOT MOVIES are the most effective method of reaching the masses. They are shown in the most popular theatres and are seen by millions of people. They are shown in the most popular theatres and are seen by millions of people. They are shown in the most popular theatres and are seen by millions of people.

## GADGETS and GIMMICKS

### Fan Protector



adequate protection yet not impede air flow. The slats were painted to harmonize with the plant walls.

The entire fan assembly, not counting the lattice, cost \$225.

A lattice framework nailed together out of ordinary laths serves as an attractive safeguard for a large fan which Harry Smith installed to ventilate the basement plant of his H. R. Cleaners in Carroll, Iowa. Framework openings were spaced to provide

### Drive-in Model



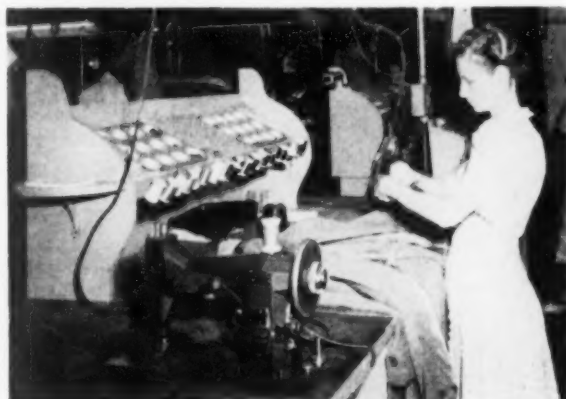
Indicative of the thoroughness with which the Cannans of Toledo, Ohio, go at things is the scale model they built of their new drive-in store. Bernie Cannan scouted the toy stores until he found some toy cars and people that were about the same scale in size. He then built the cardboard building illustrated above to the same scale.

This scale model helped greatly in visualizing how the finished plant would look, not so much from an esthetic viewpoint as from the practical angles. Was there room enough in front of the parked cars for a person to pass another person laden with cleaning? Is the parking angle clearly suggested? Is it clear from the street at the left that parking is available? Where would the doors be most conveniently located? Should there be one or more doors? How much room is needed in front of the counters for customers to pass easily?

On the strength of what they learned from studying this model the Cannans made several important changes in their blueprints. These were changes that all too often cleaners have to make when the building is al-

ready under construction. They feel it was well worth the time and money spent in making the model.

### Sewing Table



There probably aren't two sewing layouts alike in the country. Here is one engineered by Joe Buck at Model Cleaners in Harrisburg, Pennsylvania, that eliminates a lot of waste motion.

The button cups are muffin tins, sloped for visibility. Short bent rods hold all the commonly used threads on spools along the front of the button tins.

The inspector works behind the table at the juncture of the silk and wool lines, with a very short "sewing line" immediately behind the seamstress.

### Card Clears Racks



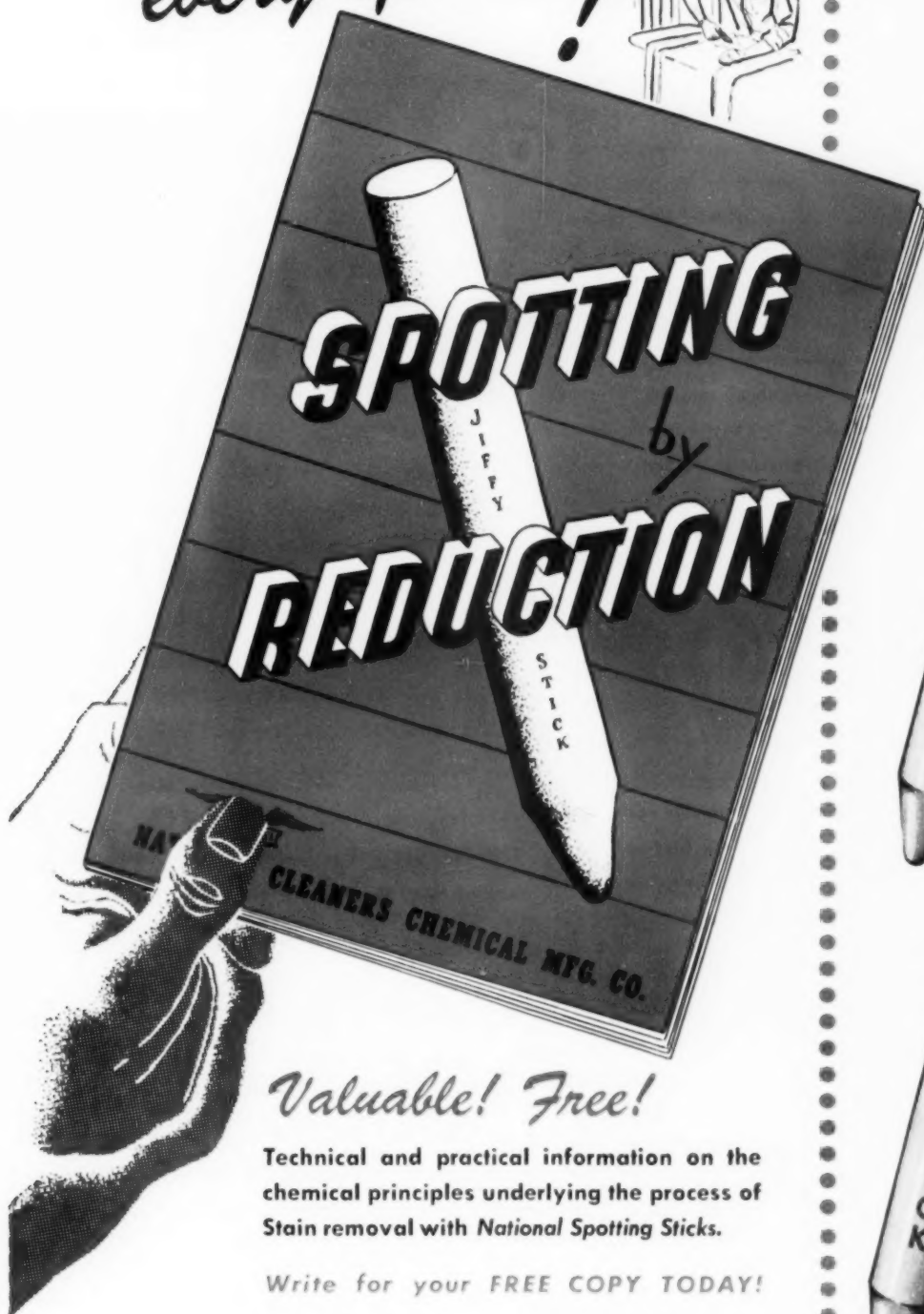
The problem of moving garments that customers have left uncalled for has been attacked with considerable success through a special postcard. Mrs. Vernie Sudwischer of Crowley Laundry, Crowley, Louisiana, uses the card pictured above, designed by J. S. Rhodes.

We can visualize adding another line reading:

"If we stay here much longer we will have to move into the storage vault and pay rent, to make room for other garments."



a "MUST" for  
every spotter!



*Valuable! Free!*

Technical and practical information on the  
chemical principles underlying the process of  
Stain removal with *National Spotting Sticks*.

Write for your **FREE COPY TODAY!**

**NATIONAL CLEANERS CHEMICAL MFG. CO.**

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# What is True About The Charged System?

By GADD

Let's forget about all the dead products and dead processes of the past which were supposed to cure all the ills of the cleaning industry and think about what you are promised today which, in substance, is practical elimination of spotting and wetcleaning and it is said that this is possible in machine cleaning with a super-charge of drycleaning soap or detergent, plus the use of an extraordinary amount of water and that satisfactory results are not possible except with separate rinsing and through the use of special equipment which measures the amount of water in the solvent and automatically puts back the necessary amount; furthermore, it is said that you can do this without any separation of fabrics regardless of classification. Incidentally, I want to see an angora sweater go through this method of cleaning without the cleaner having to pay for it, and what about bright colors and clear whites?

Now, let us draw some simple conclusions and, to start with, it is obvious that if you wetcleaned everything you would get out more spots and do a better job of cleaning than is possible with drycleaning, but you will agree this is not possible with most wearing apparel and, naturally, the question is . . . how far can one go with water in a machine drycleaning process (or, I should say, semi-wetcleaning process) to safely reduce spotting and practically eliminate wetcleaning?

Tests indicate very definitely that a substantial part of nearly all common stains will still be apparent in garments with any safe use of water in connection with machine drycleaning, so why then is it necessary for the drycleaner to buy a lot of expensive cleaning equipment to do a job which is not much better as far as reduction of spotting and wetcleaning is concerned than using this regular equipment with a simple process at much lower cost which keeps him out of trouble as far as wrinkles, shrinkage, odor, filter and distillation difficulties are concerned?

There is a terrific buildup of impurities in 4% charged solvent which is used continuously and it is also said these impurities can be controlled by extraordinary use of purifying powders—and they do help—but it is generally conceded there is no substitute for distillation in obtaining pure solvent and use of the 4% charged system almost eliminates the practicability of using a still. Nobody has, and it is unlikely anyone will, ever perfect the use of water in a machine drycleaning process to compare with wetcleaning, yet a host of dry-cleaners have been led to believe this is possible.

Why not measure this whole situation on the simple basis that two and two are always four and get back to commonsense procedures which eliminate excessive material cost, the need for expensive added equipment and which will eliminate cleaning room difficulties and give satisfaction to your customers, for **SATISFACTION TO YOUR CUSTOMERS SHOULD BE YOUR FIRST CONSIDERATION** and they don't care how you do the job.

The question also arises—has the 4% charged system created more business for you or increased your profit?

You can stay out of trouble and, more important, **PLEASE MORE CUSTOMERS** with a 1% **SUPER SOLTEX** charged system, and without rinsing or special equipment, and if this is done in connection with **RIVERSIDE'S Fog System** of prespotting, you will come nearer to elimination of regular spotting and wetcleaning.

Write for simple details. **Riverside Manufacturing Company, 4919-27 Connecticut Street, St. Louis 9, Mo.**

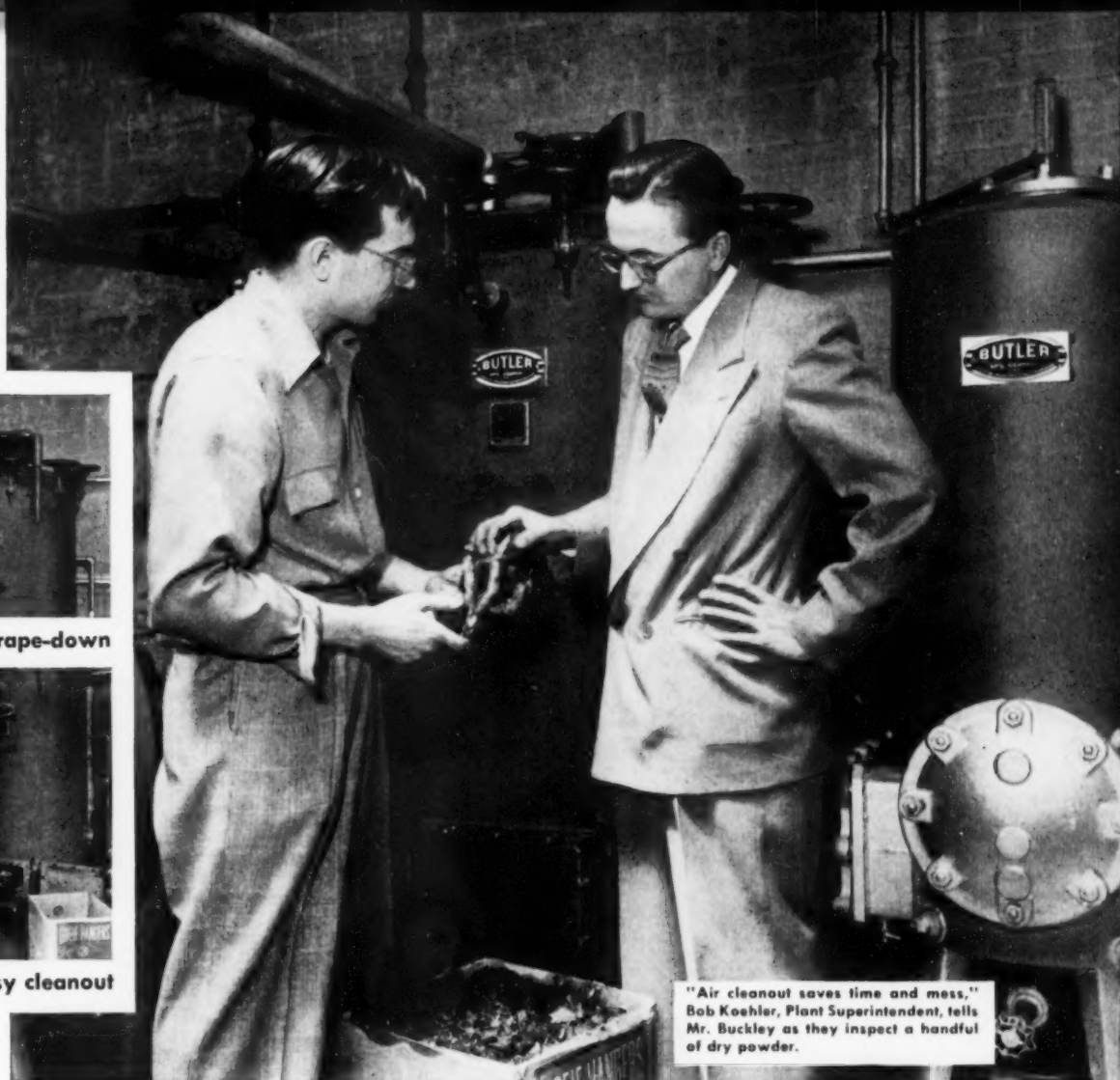
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Fast scrape-down



Easy cleanout



"Air cleanout saves time and mess," Bob Koehler, Plant Superintendent, tells Mr. Buckley as they inspect a handful of dry powder.

## "We save 28 gallons of solvent each cleanout with our **BUTLER Big-Flo® Filter**"

says C. B. Buckley, President, Buckley Cleaners & Launderers, Milwaukee, Wisconsin

"We figure our new Butler Big-Flo saves us 28 gallons of solvent every time we clean it out," says Mr. Buckley. The air-cleanout also ends the handling of messy, solvent-soaked muck. We save time as well as solvent.

"We just turn on the air when we're ready to clean the filter. After twenty-five or thirty minutes, the powder is dry enough to shovel into a pasteboard hanger carton. We can go two weeks between cleanouts.

"Because our 5,000-gallon Butler Big-Flo gives us more adequate filtration, we are doing better quality work than ever before!"

Your Butler salesman can recommend methods and machines—used by Buckley and other successful cleaners—to help you increase volume and decrease costs. Butler can also help you work out a step-and-motion-saving plant layout to fit your special needs. Write for complete information, today.

*No matter what cleaning equipment you need—CALL BUTLER FIRST!*



### **BUTLER MANUFACTURING COMPANY**

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Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Cleaners' Equipment • Special Products

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## EDITORIALS

### Motel Volume Is Waiting

A source for new business that, so far as we know, hasn't been touched by either the drycleaning or laundry industry was recently called to our attention. Our informant, staying at a motel near Bangor, Maine, learned that the service station next door had worked out a neat arrangement whereby a guest could leave his car at the garage during the evening for servicing, find the car parked in front of his cabin in the morning, and pay the servicing charges at the motel desk when he settled his bill.

This arrangement between the motel and the service station has been in effect for 18 months, and is working out beautifully to the advantage of both parties.

The motel operator likes the system because it is helping to make his place attractive to the commercial men whose business brings them to Bangor at regular intervals and who are, consequently, possible repeaters.

The service station man, who stays open until two o'clock every morning anyway, has been able to pick up a lot of business that otherwise would have bypassed him. As the traveling men learned that their cars could conveniently be serviced at this particular motel, business for the garage started picking up. Now the operator gets at least six or seven cars every night, and has handled as many as half of the customers staying at the motel. The services he offers, by the way, are lubrication, oil changing, washing, tire changing and, of course, gasoline.

When the service-station tie-in started to click, the motel man figured that a drycleaning and shirt service would also pay off. He contacted some of the local plants, but found none that would pick up the garments early in the morning and return them the same evening. One drycleaner was willing to stop in at noon, but a stop at that hour wouldn't have helped much. The motel man is, presumably, still looking, and a nice piece of drycleaning and shirt volume is being passed up.

The motel business has grown tremendously since the war, and is growing fast now. A drycleaning and shirt service for motels in your area may well prove to be a natural.

### There'll Be a Hot Time . . .

A newspaper clipping dated September 3 has crossed our desk bringing news of a strike in a small Pennsylvania plant. That morning the plant got so hot that five employees "staged a 20-minute walkout carrying ice cubes on their foreheads and shouting, 'We want ventilation!'" Non-finishing employees

stated that plant temperatures reached nearly 110 degrees, and that the pressers found it even hotter.

This is, admittedly, an extreme case. And now, with the frost on the pumpkin, may not be the most strategic time to beat the drums for comfortable temperatures in the plant. But it shouldn't be too late to recall what happened to the mercury last summer, or too early to plan on doing something about next summer's heat.

Comfortable working conditions go hand-in-hand with quality, production, low absenteeism and a higher type of personnel. How would you like to be inhaling the buck steam in your plant next August?

### 7,000 Per Day

Population analyses, especially on a nationwide scale, are not of too much practical value to an individual drycleaner. But as reports on national trends may help to stimulate your thinking about your own market, some figures released recently by Dun & Bradstreet are worth your perusal.

The D & B analysis was prepared in cooperation with the U. S. Bureau of Census, U. S. Department of Census (never knew there were two census groups), the National Office of Vital Statistics, and the Department of Justice.

Item number one is that the population of this country is increasing at the rate of slightly over 7,000 per day. In the decade from 1940 to 1950 we picked up 20,000,000 people. From 1950 to 1952 we gained about 5,000,000. Nobody seems to be predicting a serious recession, so it looks as if some of us are going to sell a lot more drycleaning in the near future.

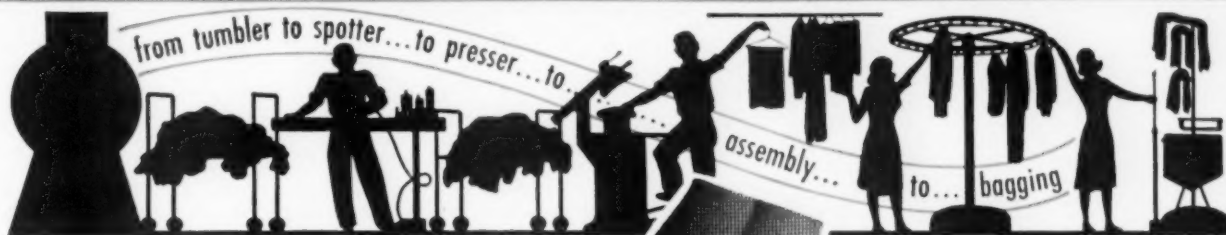
The second point of major interest is that the trend to urban and suburban areas is continuing; the rural areas are growing, but nowhere near as fast. In 1950 we had about 62,000,000 in the rural sections and 89,000,000 in the towns. In 1960 the prediction is for 68,000,000 rural dwellers and 103,000,000 in the urban areas. Anyone planning to get rich on drycleaning from the farmers had better work fast.

The third big item is a little disquieting. Total consumers are growing faster in numbers than the nation's labor force. The statisticians figure the labor force as the group between the ages of 15 and 65. In 1940, 66.2 percent of us were within that group. Ten years later the percentage had dropped to 65. In 1960 only 63.4 percent will be doing the work.

Conversely, the number of children under 15 and the number of adults over 65 have constantly showed an increase. As the drycleaning industry has nothing to sell but labor, a long-term tightening of the labor market will have to be balanced with better machinery and improved methods.



# **FASTEST** Handling Method Known!



**SPEED ALL  
GARMENTS  
TO YOUR  
SPOTTERS  
AND  
PRESSERS**

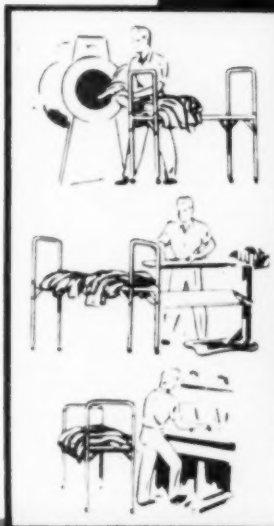
## **on BISHOP CLOTHES CARTS**

PATENTED

**...PAY FOR THEMSELVES  
IN LESS THAN A MONTH.....  
PAY YOU FROM THEN ON!**

Speed your handling of unfinished work through your plant...eliminate space-wasting tables. Spotters and pressers work directly from these carts without stooping or bending. That increases their production. Garments lie flat...are easier to finish because they're not wrinkled from being crumpled in a basket. These fire-proof, dustproof, lifetime metal, fast-moving carts are as important to unfinished garments as slick rails are to finished garments.

**SPECIFICATIONS:** Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; width 18", length 38". Platform height 26". All-steel, fireproof. Four 3" Neoprene wheels. Ship. wt. 50 lbs.



**FROM TUMBLERS**

**TO SPOTTERS**

**TO PRESSERS**

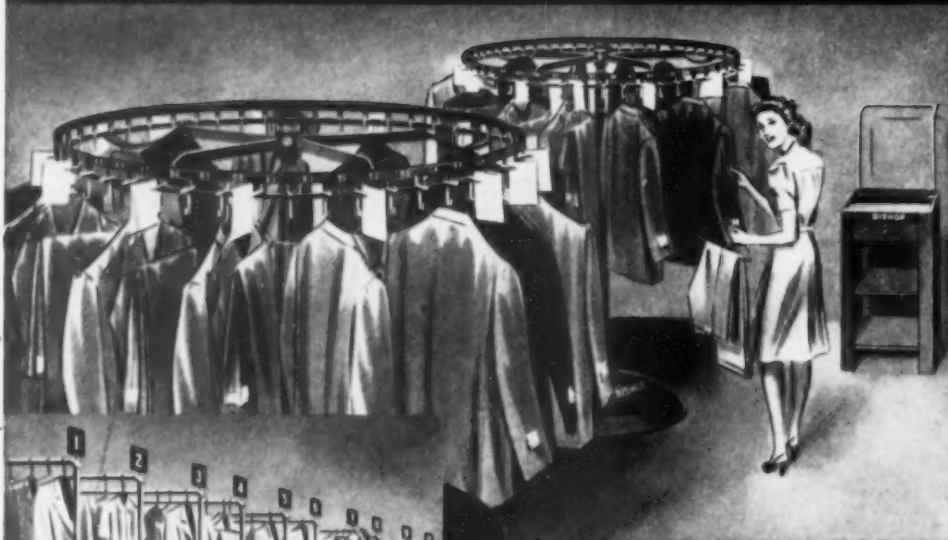
Only  
**\$29<sup>50</sup>**

**G. H. BISHOP CO., EVANSTON, ILL.**  
(A SUBURB OF CHICAGO)



**MANUFACTURERS SINCE 1893**

# HOW BISHOP REELS SAVE YOUR OPERATOR 25 MILES PER DAY



## *The Bishop Way*

With the Bishop method, no operator need walk a single step — a turn of the reel brings any garment or slot to her finger-tips. Note straggler rack at back of deck.



## *The Old Way*

When the old system of sorting garments onto stationary racks is used, an operator walks from 10 to 30 steps to sort or locate each garment. When 400 garments are handled in an hour, an operator walks approximately 36,000 steps . . . 144,000 feet . . . or 26.26 miles in an eight-hour working day.

## BISHOP REELS ARE ADAPTABLE TO ANY PURPOSE

### ROUTE MEN



### BRANCH STORES OR WILL CALL



### CURTAINS, DRAPES, ETC.



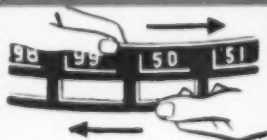
## *Exclusive!*

## BISHOP NUMBER SELECTOR

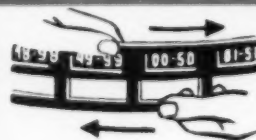
3 NUMBERING COMBINATIONS ALL ON THE SAME REEL



POSITION A — movable band inside the 50-windowed numbering panel shows all numbers from 00 to 49.



POSITION B — grasp outer band, move inner band slightly to left, and numbers 50 to 99 appear in the windows.



POSITION C — move inner band slightly further to left and numbers 00 to 49 appear in the windows.

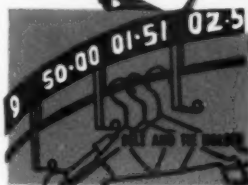


POSITION D — move still further to left and inner band is solid black for chalking in any other system you prefer.

**NOW**

# AUTOMATIC GARMENT ASSEMBLING TWICE AS FAST—HALF THE SPACE with BISHOP Self Assembling

**SORTING REEL**



EACH SLOT SELF-ASSEMBLES 2 COMPLETE ORDERS. 50 SLOTS (100 ORDERS) TO EACH REEL

## HOW TO USE

Match last 2 tag numbers to slot number—that's all.

**MORE THAN DOUBLE THE VOLUME**—handled in the same time by the same operator.

**HELPS SOLVE EMPLOYMENT PROBLEM**—old employees stay on job because work is lighter.

**SAVES 25 MILES OF WALKING DAILY**—eliminates carrying heavy garments long distances.

**SAVES 80% IN FLOOR SPACE**—takes less than half the space of straight racks.

**COSTS NOTHING TO OPERATE**—uses no power, needs no repairs; nothing to wear out.

**BISHOP REELS CLEAR AS YOU GO**—they fill and empty faster than straight racks.

**PREVENTS "BURYING" OF GARMENTS**—clothes swing free on rim of wheel always in view.

**BISHOP REELS ADAPT TO ANY JOB**—any size store, any system you are now using.

**ADJUSTABLE HEIGHT**—reels may be set at any height from 62 to 80 inches.

**WON'T SPIN TOO FAST**—operator can set speed regulator at any speed she desires.

**A COMPLETE, EFFICIENT WORK UNIT**—two reels and desk a perfect unit for speed and efficiency.

## Specifications

Diameter.....	empty, 4 ft., loaded, 6 ft.
Floor space (loaded).....	6 x 6 ft.
Capacity.....	350 dresses or 200 suits
Height, adjustable from.....	62 to 80 in.
Shipping weight.....	reel 170 lbs., desk 145 lbs.

*Order Through*

**NO. B12-50 Self-Assembling Sorting Reel... \$111.00**  
NO. B12D INVOICE SORTING DESK & FILE

*Your Jobber*

**NOW AVAILABLE WITH INVOICE HOLDING CLIPS**  
Set of 50..... 9.50

**PATENTED  
G. H. BISHOP CO.  
EVANSTON, ILL.  
(A SUBURB OF CHICAGO)**

MANUFACTURERS

SINCE 1893

**DON'T KEEP DRIVERS WAITING WHILE GARMENTS ARE BEING SORTED  
BISHOP REELS GET GARMENTS TO DELIVERY RACKS HOURS FASTER**

**Bags MORE  
Garments FASTER  
with no walking...  
no reaching...  
no lifting!**

DRESS BAGS AND  
SUIT BAGS AT  
TOP, PANTS BAGS  
JUST BELOW—  
ALL THREE RIGHT  
IN BAGGING  
POSITION

BAGGING ROD ENGAGES  
POSITIVELY AT ANY HEIGHT.  
TELESCOPIES INTO BAG STAND AT  
HEIGHT OF ONLY 33" FOR EASY  
REMOVAL OF BAGGED GARMENT

INVOICE DESK IS USED WITH-  
OUT TAKING A STEP. MAY  
BE SWUNG TO LEFT SIDE

CONVENIENT RACK  
FOR EMPTY HANGERS,  
STRAGGLERS, ETC.

RESERVE STORAGE  
OF GARMENT BAGS

HEAVY NON-  
TILT BASE

Every aid to fast, efficient, effortless bagging  
right at operator's fingertips in one compact,  
complete unit. All-steel, lifetime-built. Height  
82". Desk, 24" x 13½", is 41" high. Bagging  
rod extends to 72" high. Base 24" diameter.  
Occupies floor space only 39" x 37"

No. 830-2, \$84.75

PAT. APP. FOR

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## BISHOP BAG-O-TEER

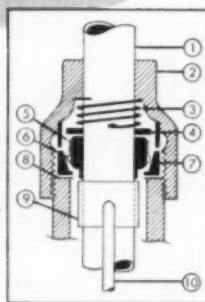
COMBINED BAGGER,  
INVOICE DESK AND  
BAG STORAGE RACK

**SAVES TIME...  
SAVES SPACE...  
SAVES MONEY...**

*Speeds Delivery  
to Customers*

FEATURING  
"Griptite"

**BISHOP'S NEW  
SENSATIONAL  
SELF-ACTUATING  
RAPID-ACTION  
BAGGING ROD  
CLAMP...**



# PROVED

**FOR POSITIVE HOLD  
AND INSTANT RELEASE**

"The heavier the load, the tighter it grips." Bagging Rod (1) is engaged by "jaws" of three-piece clamp (5) with gripping power equal to "chuck" used on metal-working lathes. A ball bearing (6) used in each "jaw" contacts slanting inner side of locking rim (7) under pressure from spring (3) and equalizing washer (4) to create rigid grasp on bagging rod. Slight upward push on release ring (9) attached to tripping rod (10) operated by foot pedal, separates "jaws" and allows rod to drop. The "Griptite"—contained in cap (2) of bagging stand and held in place by retaining ring (8)—is an exclusive BISHOP feature.

**LET THE SAVINGS PAY THE COST**

**G. H. BISHOP CO.**

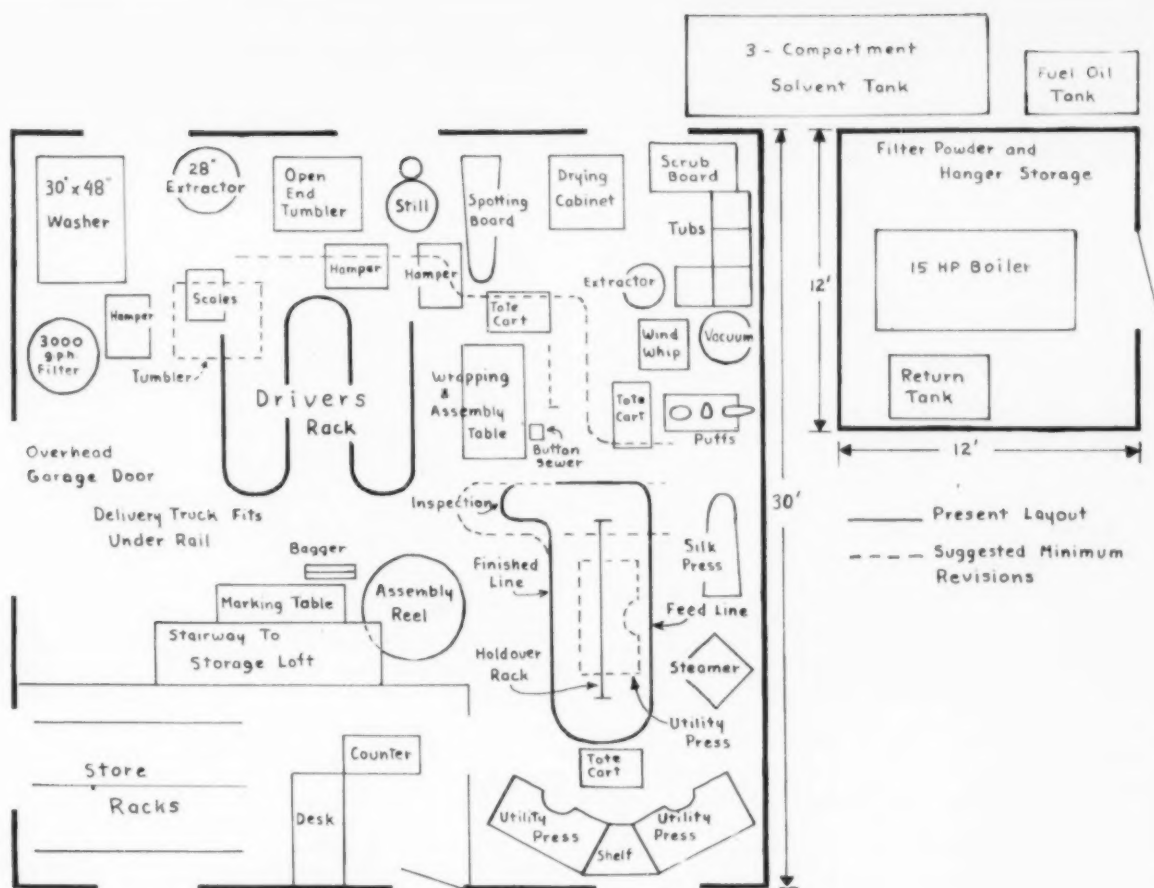
EVANSTON, ILLINOIS (SUBURB OF CHICAGO)



*Order FROM YOUR SUPPLIER*

**MANUFACTURERS  
SINCE 1893**





PRESENT LAYOUT, showing the continuous workflow in an L-shaped loop

## Good Layout Aids Small Plant

Volume is doubled with no increase in work space

by WILLIAM R. PALMER

FIVE YEARS AGO it appeared that Hampton Dry Cleaners, in the small seacoast town of Hampton, New Hampshire, couldn't possibly handle another pound of garments in its 30-by-30-foot cinder-block building. Yet in 1953 Mel Dufault and his key employee, Clarence Doherty, have been processing twice as much poundage. It amounts to an average of \$1,800 weekly at a \$1.25 base price.

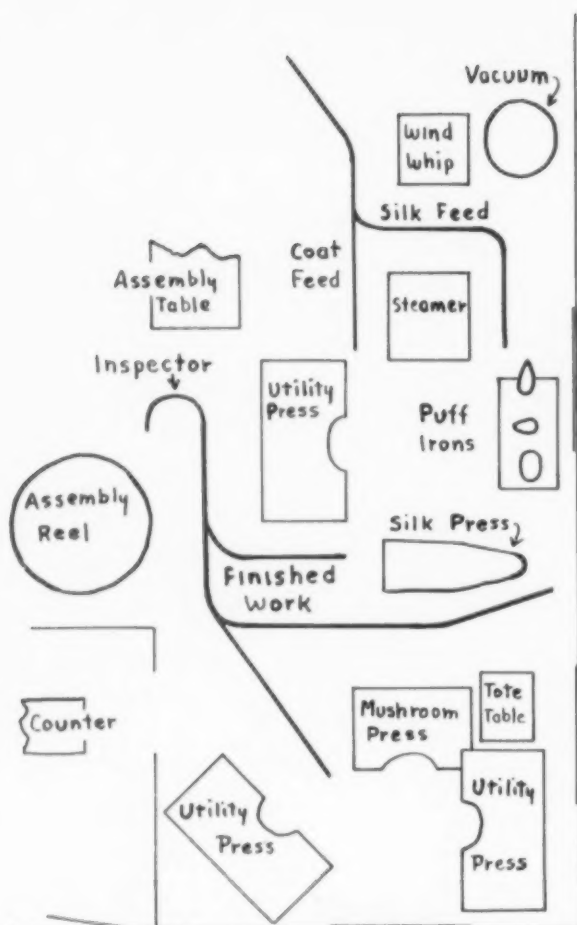
The first diagram shows how they do it now. When Mel bought the plant from his employer, he got, in addition to the building, a 12-by-12-foot boiler room, plus a collection of pitifully inadequate equipment scattered about the plant with no regard for workflow.

Clarence took time out for the general course at the National Institute of Drycleaning. Then the two of them started revamping the layout, piece by piece,

nights and weekends. Some larger pieces of equipment were fitted into their proper locations as they were delivered. Suddenly, the changeover was completed. Suddenly, Mel and Clarence realized that the work had been sliding more smoothly through the plant instead of stacking up. For the first time they felt they were really "on top of things."

"When layout is bad," Clarence observed, "you waste exactly as many steps in a small plant as you do in the big one. In the big plant you are likely to have aisle spaces but in the jumbled small plant you are always walking around things to get to the other equipment!"

In the opinion of both men efficient layout should come before getting larger equipment, if there has to be a choice. They feel that bad layout, because it in-



THROUGH-THE-UNIT suggested layout for finishing department, in space of 12 by 21 feet

volves more labor than does undersized equipment, tends to be more costly to the plantowner.

#### Further Layout Changes

Because of the good quality of work produced, the inevitable has happened. The plant is again so full of work that something has to be done to increase capacity. Mel and Clarence are considering three possibilities:

- (1) Adding a tumbler and a utility press with the least possible rearrangement of other equipment;
- (2) Setting up the finishing section on the through-the-unit basis;
- (3) Eventually building a 14-by-30-foot addition on the left side of the building.

The first proposal reveals the soundness of the present layout. It not only moves traffic constantly in one direction; that is, with no backtracking or criss-crossing, but it provides for the expansion of any department without juggling the rest. Generally the sliderrails can be moved more cheaply than a majority of the pieces of equipment. Then any department can expand towards the center of the room.

The only department that is hemmed in is wetcleaning. Naturally, with the advent of the charged system, there is little likelihood of its expanding. (However, Clarence says they won't junk the wetcleaning department, either. What few pieces they *do* wetclean each day usually require *all* their equipment to do a good

job. Since they've paid for it, they intend to keep it handy.)

The best spot for the new open-end tumbler is opposite the extractor, where the scales are now. Besides being handier to the extractor and providing direct access to the spotting department, it causes the least disturbance to the driver's rack. The scales can go under the hamper by the filter, since that is work waiting for the washer, anyway.

We'd also suggest the present tumbler be turned toward the extractor instead of toward the center of the room as it is now. Movement of garments from extractor to tumbler is almost bound to be by hand, in several handfuls. On the other hand, the dried clothes move to spotting in a hamper, anyway, so fewer steps are added than are lost. It is possible a net saving of 20 minutes to half a man-hour daily could be made by this one change.

While we're moving stuff (which we're supposed to be avoiding), it might help the spotter to turn the spotting board 45 degrees, with the tip of the board toward the still. Then the hamper load of garments can be reached at the end of the board instead of across the board.

Installation of another slickrail to follow the dotted line from the tumbler to the puff irons would permit hanging the silks at the tumbler. This could either eliminate a hamper and a tote cart or else release them for wools.

Placing an additional utility press without rearranging equipment is a tougher problem. The coat and dress steamer is used by both the silk and wool departments. At present it is a step or two out of the way for both operators. By giving it a quarter turn toward the silk press, and then installing the new utility press amid the slickrails, at least four steps per garment (round trip) can be saved for each of the operators. This is presuming they "cure" one garment on the steamer while touching up another on the press.

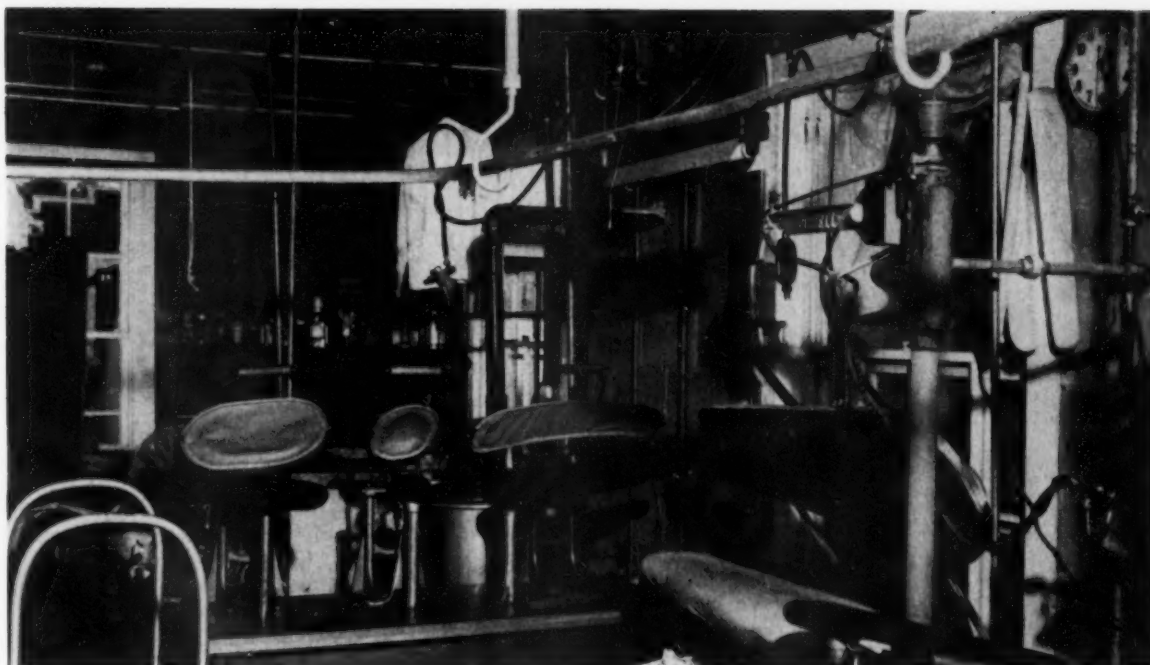
The feed line would have to be removed, and probably new lines installed to follow the dotted lines. Even so, storage of finished work will be pretty crowded ahead of the inspector. The holdover rack can go up by the assembly table, as shown. Also, as shown, it should be shortened. A long holdover rack is too much of a temptation to put off toughies or straggler hunts.

#### Through-the-Unit

The finishing department at Hampton Dry Cleaners wasn't laid out with through-the-unit design because its popularity had not yet been established at the time the



THIRTY FEET SQUARE, plus boiler room 12 feet square, it produces \$1.75 per square foot, hopes to do even better



CLOSE QUARTERS are more easily appreciated from pictures than diagrams

changes were made. Small plants particularly felt they would be sacrificing too much space for the extra equipment.

Since then, the greater necessity has arisen to keep *workers* at full production, rather than use *equipment* to full capacity. Small plants are reconsidering and are switching to the through-the-unit layout. One thing that is helping them change their minds is finding that while through-the-unit may take up as much as 20 to 25 percent more floor space than straight-line team setups, they are actually saving space on their slickrail footage. Several feet of spur rails fitted into corners of the units provide garment storage that used to take up speedrail space in the old setup.

So Mel and Clarence want to know if through-the-unit can be applied to their finishing department, without knocking out the walls. The second diagram shows one of several possible ways of installing through-the-unit layout in the available floor space. A mushroom press is even added to make a complete trouser unit.



ALL AVAILABLE space for ready-garment racks is now well filled

Actually, rack space hasn't been sacrificed as much as appears at first glance, because of the spur rails referred to above. What has been sacrificed is aisle space to the front office. Some of this could be restored by swapping the upper and lower units, placing the trouser unit and spare utility press up by the windwhip, and drawing the coat and silk units down into the corner of the room.

While the coat and silk units appear to be too tight a fit, only one of the two operators will be moving about. The one not using the steamer will be sticking to his corner.

Volume increase is going to pose a problem at the driver's racks. At present the truck is garaged in the plant at night, with the hood snuggled under the driver's racks. There's no room for more rails without crowding out the truck. One alternative we've seen elsewhere is to set in another rail or even a loop, suspended from the ceiling by pulleys. The driver and bagger then could work from the rack during the day, yet it could be drawn up high enough at night to permit the body of the truck to run under it. In the slow season this rail would probably never need to be lowered.

#### Building Expansion

When Hampton can expand no more internally, it will be time to build on that 14-by-30-foot addition, running the entire length of the left side of the plant. We'll prophesy that when that happens, and the dust settles after moving day, the boys will be saying "we need more room."

The present store would become call business racks entirely, while the new store and office would be adjacent in the new part. The addition would also house the garage and driver's racks. Bagged garments would slide through the garage door to the driver's racks just beyond. And two trucks will have plenty of room, headlight to taillight, without juggling of slickrails.

Then, once more, all the production departments will be free to expand into the center of the room! # #



Above: STORE AND PLANT are in busy part of busy street. This window display features alterations

Left: PACKAGING IS IMPORTANT. Cellophane bag is made for each evening gown; all dresses get tissue and belts. Sweaters, gloves, tablecloths are packaged in cellophane window bags. Men's formal wear, drapes and other household items get plastic bags

## New Mode Sells the Personal Touch

Tiny suburban plant gets capacity volume and practically no claims

by PHIL GREENE

QUALITY AND THE PERSONAL TOUCH in large doses will keep a high-class type of volume coming as nothing else will. This is proved by the experience of Harry and Molly Finkel, who own and operate New Mode Cleaners in Scarsdale, New York, an attractive Westchester County suburb of New York City.

New Mode's store and plant occupy a 12-by-55-foot area, no larger than that of most press shops or cash-and-carry stores. (The boiler, supplies and a small extractor are kept in the basement.) With one washer-extractor-tumbler, three finishers, a spotter, a counter girl and the Finkels, this tiny plant turned out a respectable volume of \$45,000 last year. The base price for a suit or plain dress is \$1.50.

This compactness has made possible very close inspection and supervision, and the resultant quality is such that (and the Finkels will swear to this) claims have never reached more than \$10 a year in the eight years the plant has been operating.

What's more, this plant is operating at full capacity—and there are 13 competing drycleaning outlets within three blocks. Although New Mode picks up and delivers only within a 5-mile radius, store bundles are brought in regularly by customers who live as far as 15 miles away, and at least one bundle a week is re-

ceived in the mail from customers who have moved away.

The Finkels credit their cleaning quality to their system. They are almost fanatic devotees of a method in which work is cleaned by sprayed solvent rather than immersion. Their machine turns out an extracted and dried 50-pound load in an average of 50 minutes. A heavily soiled load may be run as long as 90 minutes; a lightly soiled one only 45. Most of the plant's volume in this upper-bracket community is not heavily soiled.

The synthetic cleaning machine consists basically of a large 38-inch cylinder and shell, a filter, built-in tanks, and some very complicated piping. There is no still, and no soap whatever is used. Solvent is treated with sweetener, activated carbon, regular diatomaceous-earth filter powder and, as needed, paraformaldehyde. White loads are occasionally bleached with sodium perborate, a bleach usually found only on the wet side.

Harry Finkel insists that his filter-powder treatment of fatty acids, other solvent oils and "thinings," plus the moisture contained in the garments themselves, conditions the solvent to meet the most exacting quality standards with his type of volume. There are about 130 gallons of solvent in the entire system. The filter is cleaned once or twice a week.

Water-soluble stains, Harry insists, are best removed



ANY  
WAY  
YOU  
LOOK  
AT  
IT

**SANITONE IS**

**3**

**WAYS BETTER!**



**1 From your Customer's Point of**

**View**—The consistent quality of Sanitone dry cleaning guarantees satisfied customers. The original "charged system"—backed by 21 years of research and experience—still produces best results, better pass-ups, fewer wet cleans. No gadgets needed to help your dry cleaner produce uniform, high quality day after day. Maximum removal of soil, freedom from greying or redeposition assured.

"LOOK 'EM ALL OVER

ONLY SANITONE

GIVES YOU ALL THREE"



**2 From the Standpoint of Service**—that helpful Sanitone engineer's first duty is to *you*! Through periodic visits you get the full benefit of his experience and "know how" not only in the cleaning room, but in the merchandising and management fields. Only Sanitone gives you such a complete "custom" service—another good reason why Sanitone is your best buy.

**3 From the Profit Point of View**—No matter how fine a product is, you have to tell 'em to sell 'em... and since 1933, Sanitone has been sold to millions of customers through the industry's *only* continuous national advertising program. Free newspaper ad mats and other merchandising helps "follow through" the national program to bring customers to *your* store. You get plus business and plus profits with Sanitone!

And when you do, you'll buy Sanitone! Only Sanitone gives you a complete, three-point program that meets all your needs. There may be a franchise open in your market. If you're a quality-minded operator, write today.



**SANITONE Dry Cleaning Service**

Division of Emery Industries • Carew Tower, Cincinnati 2, Ohio

For November, 1953

When writing to advertisers please mention The NATIONAL CLEANER & DYER

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FINISHING DEPARTMENT is compact, to put it mildly. Silk unit is at right. Garments hanging near ceiling are drying after being spotted

on the spotting board. As it is, the spotter is getting about 60 percent passups, and very few wetcleans.

Although the advantage of a compact, small operation are many, New Mode is actually operating under a severe space handicap. There isn't room for another piece of equipment in the plant. The simple addition of a solvent reclaimer would double cleaning capacity (drying requires about half of the machine's cycle) but the floor space required for such a unit just isn't there. The Finkels would like to take over the adjoining store in their building if it ever becomes vacant but have no plans for moving to a larger location.

The personal touch we mentioned earlier is really a big item in this plant. A good example of it is New Mode's packaging. Molly Finkel handles this herself and is convinced that a little extra effort and expense for attractive packaging add up to a lot of customer satisfaction. As women are more conscious of this sort of appeal than men, women's garments get most of the attention.

Take evening gowns, for instance. Mrs. Finkel, to use her expression, makes them "look like lollypops." She experimented with several types of bags and has developed a system of her own. She buys heavy cellophane by the roll and uses two sheets the length of the garment for each dress. With the garment on its hanger sandwiched between the sheets, these are fastened at the top and upper parts of the sides by short strips of scotch tape. Before wrapping, the sleeves, if any, and the bosom are stuffed with tissue paper. Customers are always telling her that they find lots of use for the bags.

While tissue is used with every dress, it can be overdone, Mrs. Finkel says. Too much of it not only wastes the paper but annoys the customers. Besides tissue, each dress gets a paper belt, and buttons are fastened to make the dress hang properly on its hanger.

Men's evening clothes do get special treatment. Pliofilm bags are used for these.

Sweaters and gloves are packaged in paper bags with big cellophane windows. Blankets and household items also get the plastic bags.

Perhaps an even better example of how far New Mode carries its personal touch is found in the fact that Harry Finkel handles his own pickups and deliveries. Seeing the customers, checking over their garments with them personally, explaining why such and such a garment is likely to be unserviceable and why another garment may be excellent—all these attentions are, he believes, important parts of New Mode's service.

Sixty percent of the plant's business comes from pickup and delivery, and normal service is 3½ days. The plant can and does turn out one-day service on re-

quest, but doesn't encourage it. Three-hour service is out of the question.

The 40 percent of customers who bring their garments in to the store get the same careful attention. Possible sources of trouble such as unserviceables or especially difficult stains are pointed out as garments are accepted. Buttons are replaced as a matter of course, and minor repairs such as ripped linings or seams are handled without charge, and without a request.

Another of Molly Finkel's special responsibilities is the store window. What little advertising the plant places is carried as an accommodation in church and club periodicals, so Molly's windows deserve a lot of credit for the firm's local preeminence. The window is changed at least six times a year, and the decorative motifs are usually concerned with some aspect of the drycleaning process or the firm's service, rather than a special promotion.

The most recent window featured a little stylized dress form and a huge pair of scissors. The display was designed to remind regular customers that it's time for fall alterations. Only steady customers, most of whom have charge accounts, are eligible for this alteration service, as Mrs. Finkel's time doesn't permit handling all requests for this sideline. The display props were purchased at a New York supply house.

Another recent window dealing with stain removal used props taken from the plant's own spotting department to show how New Mode handles spots, and other props showing how to handle certain spots at home.

Still another window featured water repellency. A coat was arranged on a frame so that a section of it could be filled with water. A pair of goldfish swam around in that water for two months and the repellent treatment didn't hurt them a bit.

One of the most interesting and commented-upon windows was built around a display of serviceable and unserviceable fabrics, with samples showing how drycleaning affected the unserviceable pieces. Signs advised passersby what fabrics not to buy. Mrs. Finkel was afraid that a dress shop two doors away wouldn't care for the exhibit. Its proprietors were, it turned out, delighted to learn about the fabrics that will not stand up, and have guided their purchases accordingly.

In recent years Mrs. Finkel has made it a point to present steady customers with some little gift at Christmas time. Last year's present, a small bottle of cleaning fluid (the plant's treated solvent) went over so well that she has been selling it all year. This year's gift will be a bit more elaborate—an attractive plastic wallet.

The reasons for New Mode's success are pretty well summed up by a sign in the store. It reads, "We handle your clothes with the respect they deserve." # #



LOTS OF STORE SIGNS here. Two accent care of garments and on-premises cleaning; water-repellent reminder is at rear. Molly Finkel (left) poses with Margaret Gatti, counter girl



Garment  
Bagger



Triplex  
Drycleaning Unit



Spring-Type Filter  
2000 Gallons  
per Hr. Cap.



Cabinet Dryer  
66" x 36" x 28"



Garment Dryer  
Adjustable Clamps



Allway  
Pants Shaper

# HUEBSCH

...the name  
that stands  
for better  
equipment  
at less cost!



Drycleaning Tumbler  
... Steam heated in  
4 sizes: 36"x18",  
36"x24", 36"x30"  
and 42"x42".

*For complete details, see your  
local Huebsch representative ...  
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**HUEBSCH  
MANUFACTURING  
COMPANY**

Milwaukee 1, Wisconsin

Division of  
THE AMERICAN LAUNDRY MACHINERY CO.

# HUEBSCH

## originators



CALL OFFICE of Terminal Cleaners makes effective and attractive use of formica counters and neon lights. Escalator to right leads to Hudson Tubes which join New Jersey to New York

## Some Location !

Cleaner builds plant at subway terminal where 40,000 pedestrians pass every day

by HENRY MOZDZER

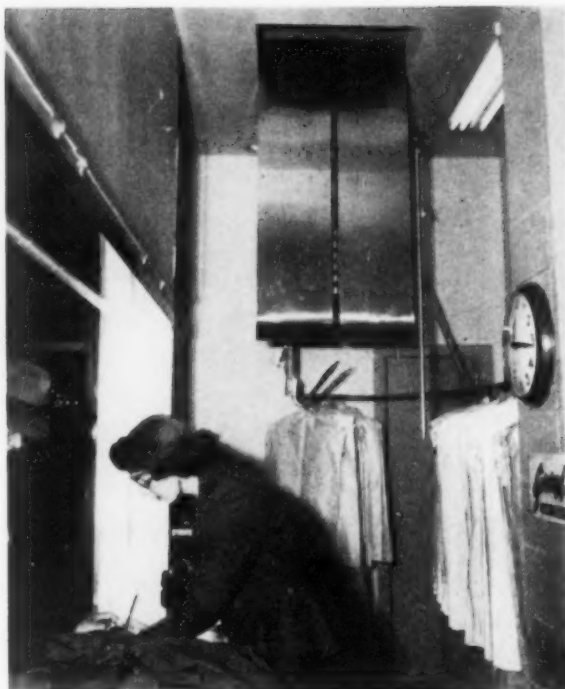
EVERY SO OFTEN someone selects a business site that causes even the casual observer to exclaim, "Boy, some location!"

Last month Robert Dowling opened the Journal Square Terminal Cleaners which provoked similar remarks in Jersey City, New Jersey. For it is located in a spot passed by 40,000 pedestrians daily.

As the name implies, the business is located at Journal Square Terminal, Journal Square, it should be explained, is an important transportation center for thousands of Jerseyites who work in New York. It links the surface transportation system with the subways which burrow beneath the Hudson River to mid-Manhattan via the Hudson Tubes. For a fare of 20 cents the commuter is whisked from one side of the river to the other in almost as many minutes. The Tubes provide one of the most convenient ways of getting in and out of the city in a hurry.

Mr. Dowling's call office is situated right in the Terminal next to the escalator leading down to the Hudson Tubes. And it has an additional advantage in facing the arcade leading to taxi stands and the bus depot.

In a privately conducted three-month survey it was found that an average of 40,000 persons each day pass in the immediate vicinity of the call office. If each



UP: Chain conveyor through call office-ceiling lifts soiled garments to cleaning room above. Rack below conveyor is used for temporary storage of finished garments



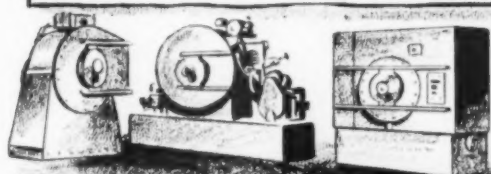
DOWN: Garment is bagged and ready to be sent down to call office by owner Robert Dowling. Blower set near well in floor keeps bags from billowing in updraft which could cause garments to fall from conveyor hook



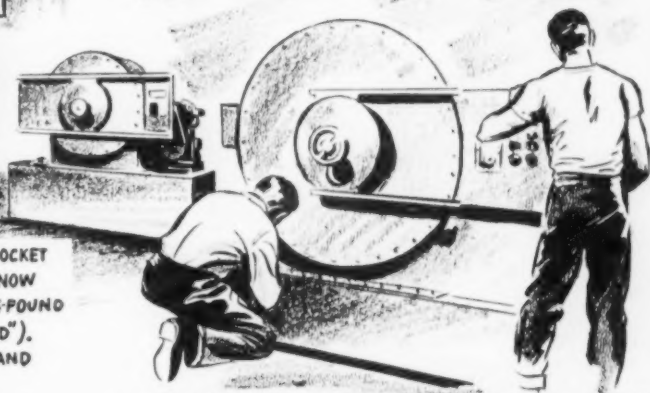
# HEARD THE NEWS?

**BIG THINGS** ARE HEADED YOUR WAY FROM **HOFFMAN** AN EXCITING PARADE OF NEW EQUIPMENT IS NOW IN PRODUCTION (OR SOON TO BE RELEASED) ALL AIMED TO BRING NEW HIGH LEVELS OF PROFIT TO YOUR PLANT

*Just See How  
our H-JET Family  
is Growing*

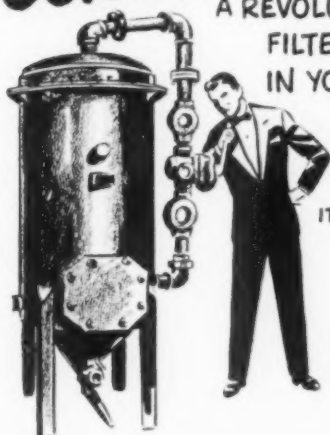


H-JET SELF BALANCING SOLVED A 20-YEAR SEARCH FOR OPEN-POCKET WASHING, HIGH-SPEED EXTRACTION IN THE SAME CYLINDER. NOW THIS EXCLUSIVE HOFFMAN FEATURE IS INCORPORATED IN 35-POUND PERCHLOROETHYLENE UNITS (2-BATH, SINGLE BATH, AND "COLD"). ALSO IN 35-POUND STODDARD MODELS. COMING SOON 60 AND 70-POUND AND EVEN BIGGER MODELS!



## COMING SOON

A REVOLUTIONARY TUBULAR FILTER YOU CAN CLEAN IN YOUR "FULL DRESS"!



HOFFMAN ENGINEERS HAVE PERFECTED A NEW IMPROVED-DESIGN TUBULAR FILTER THAT BACKWASHES ITSELF WITH ONE TURN OF ONE VALVE. INGENUOUS ARRANGEMENT OF TUBES ASSURES AMAZING LONG OPERATING CYCLE. SLUDGE SETTLES OUT WITHOUT CONTAMINATING CLEAN SOLVENT.

**NOW! BETTER-THAN-EVER SERVICE FOR MIDWESTERN PLANTS**



JUST OPENED! A COMPLETELY STOCKED CHICAGO SHOWROOM AND WAREHOUSE FOR FASTER AND BETTER SERVICE TO OUR MIDWESTERN CUSTOMERS. VISIT US AT 3129 WEST 47<sup>th</sup> STREET NEXT TIME YOU'RE IN CHICAGO. PLENTY OF PARKING.

## WHAT'S NEW FOR YOU?

CALL YOUR HOFFMAN REPRESENTATIVE OR WRITE FOR DETAILS ON THESE AND OTHER NEW HOFFMAN PRODUCTS

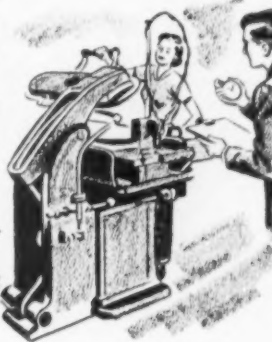


**Hoffman**

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE NEW YORK 3 N. Y.

*They've Proved Finishing Costs  
Can Be Cut (and not at the  
expense of quality)*

STUDIES BY HOFFMAN EXPERTS PROVE THAT FINISHING COSTS NEED NOT RUN TO 5-TIMES THE COST OF CLEANING. THEIR SOLUTION IS PRODUCTION-BETTER PRODUCTION THROUGH THE USE OF UNIT FINISHING. PLANTOWNERS ARE REAPING LOWER COSTS, BETTER CUSTOMER GOODWILL WITH THE HELP OF NEW HOFFMAN UNITS FOR SILKS, WOOLS, SACK COATS AND TROUSERS.





SYNTHETIC cleaning unit and finishing equipment occupy less than half of 30-foot-square room; can turn out 1,500-2,000 finished garments per week. Room was built on top of Terminal roof

passerby left only one garment a year for cleaning, management estimates its weekly volume would be around \$1,200.

While call offices are not uncommon at such depots, the Terminal Cleaners operation is unusual in that a cleaning plant is located on the premises. The advantages of this arrangement are obvious. Long hauls and expensive trucking are eliminated; there is less possibility of losing things, and quick service is readily available.

More plants would undoubtedly be set up in transportation terminals if the costs weren't prohibitive and the space so confining. The Jersey operation solved this problem by building the plant above the call office. Hence only a minimum amount of space is needed for the call office on the pedestrian floor. The work doesn't pile up for as the garments are received they are packed in duffel bags and lifted to the cleaning room by means of a motorized conveyor.

#### Making Small Space Do

Setting up the cleaning room took some special doing. For one thing, a 6-foot, reinforced-concrete floor had to be poured to give the combination washer-extractor proper footing. Equipment had to be selected with care and arranged so as to make the most effective use of the 900 square feet of floor space. For example, a compact 10-hp. steam generator was selected instead of a bulky space-consuming boiler. To facilitate handling, solvent storage tanks were set on the ground floor and the solvent is pumped to the cleaning room through 1/4-inch copper tubing.

The finishing department is composed of three utility presses, a silk finishing board, a set of puff irons and a bag sleeve. Other equipment includes a spotting board, cuff cleaner, sewing machine and marking table.

The synthetic cleaning unit is of the two-pocket variety capable of handling 30 pounds of garments per load. It is equipped with three filters and a 90-gallon still. A 30-pound tumbler rounds out the equipment in the cleaning department.

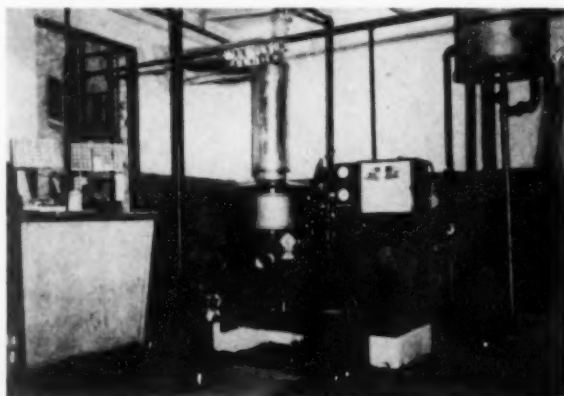
The cleaning and finishing department employs five persons, and the call office is attended by six counter girls—a total of eleven. With this staff, the plant is geared to handle between 1,500 and 2,000 garments per week. But the walls are already being eyed for future expansion possibilities. Since the plant is in reality poked through the roof of the terminal, the vistas are bright for horizontal expansion.

The bulk of the business is transacted during the opening and closing hours of the day when commuter traffic is at its highest; that is, from 7 to 9 in the morning and between 5 and 7 o'clock in the evening. During these periods three counter girls are on hand to wait on the customers. In spite of the relative newness of the venture, volumes of \$100 per hour have already been reported during these peak periods. In this instance convenience definitely spells profits.

With same-day service, the hurrying commuter has only to leave his soiled garments at the call office and pick them up on his way home from work. Besides garments, Terminal cleaners also accepts curtains, slip-covers, blankets, etc. And for a small additional fee, one-hour service is available up until 3:30 p.m. six days a week. The requests for this special fast service are particularly brisk on Saturdays.

Since there is little room for storing garments in the call office, a two-way audio communication system has been installed to connect the cleaning room with the counter. The garments are sent down by conveyor as they are requested on the intercom.

Aside from announcing its opening, Terminal Cleaners has engaged in comparatively little advertising. To keep its convenient location constantly in the commuter's mind, however, it will soon embark on an extensive car-card campaign. # #



STEAM GENERATOR fits snugly in corner near marking table; can produce 100 pounds of steam in 1 1/2 minutes. Water tank is shown in upper right corner of picture

# UNLOAD PERCHLORETHYLENE THE EASY WAY

*...from this  
newly designed  
drum*



Columbia-Southern Perchlorethylene has always meant: a quality product with high stability, fast dependable service, and an assured source of supply.

Now this new Columbia-Southern drum offers another advantage. It *simplifies unloading*. The new drum eliminates struggling, lifting, and a possible source of accidents.

Columbia-Southern Perchlorethylene drums are fabricated with a  $\frac{3}{4}$ " and a 2" bung in the head for easy unloading in the upright position. Upright un-

loading continues to be popular practice because it means important savings in storage space.

For upright unloading, a centrifugal self-priming or air pump is used. This should be placed in bung opening.

If you prefer, the new Columbia-Southern drum can still be unloaded from its side as in the past.

You're safe, you're sure with Columbia-Southern Perchlorethylene. Order yours now from your nearest distributor.



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CHEMICAL CORPORATION**

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# 25 YEARS AGO...

NOV. 1928

CLNRS. STEP INTO RUG CLEANING FIELD. HIGH PROFITS PERMIT DOING LARGE BUSINESS ON LITTLE CAPITAL... RUG AND CARPET SERVICE NOW IN MANY CLNG. PLANTS



CUSTOMER'S UNFAIR CLAIMS ARE CLEANERS BIGGEST HEAD-ACHE... SOME STATES LIMIT SETTLEMENTS TO 20 TIMES CLNG. CHARGE.

CLNRS. URGED TO FIRE THEIR 'DRIVERS' AND HIRE 'ROUTE SALESMEN'... MOST CLNRS. FEAR INCENTIVE PAY WILL ALLOW ROUTEMEN TO MAKE TOO MUCH MONEY.



# 10 YEARS AGO....

NOV. 1943

SUSPEND PROGRAM FOR CONVERSION OF INDUSTRIAL & COMMERCIAL OIL BURNERS TO USE OF COAL... COAL SHORTAGE BLAMED.



EDITOR

QUIET! GENIUS AT WORK

SHORTAGE OF PAPER MAY CUT DOWN SIZE OF TRADE JOURNALS & RESTRICT SWAPPING OF IMPORTANT TECHNICAL 'KNOW HOW' DURING VITAL WAR YEARS.

SOME MANUFACTURERS BUILDING UP POST WAR CUSTOMERS FOR LETDOWN... GEN. MOTORS WARNS, CARS, TRUCKS, BE LIKE 1942 MODELS FOR 3 YRS. AFTER END OF THE WAR



...YOU HIRE A NEW SPOTTER..

THE 'RULE OF THUMB' SEEMS TO BE, "THE MORE THEY BLOW, THE LESS THEY KNOW"... EVEN THO YOU STOCK ENOUGH SPOTTING AIDS TO BE A JOBBER, THE NEW MAN "AIN'T GOT NOTHIN' TO WORK WITH!"

LOW  
Bett/w



**TODAY!** "THE LITTLE SHOP AROUND THE CORNER"



PRESSERS SAY,

# "Fastest, Easiest Press

WE'VE EVER USED"



Ask your Butler man why operators say, "Fastest, easiest press we ever used."

It's phenomenal! Pressers and plant owners everywhere are unanimous in their praise of the New Butler Quik-Steam press. One presser\* says, "I average 30 more pairs of trousers a day." A plant owner reports, "I was so well pleased with the results from two new Butler Quik-Steam presses that I immediately ordered a third."

Here are the reasons why operators everywhere are swinging to Butler Quik-Steam.

Light-touch pull-down and lightning-fast return make it easy to do more work per hour—greatly reduce operator fatigue. The press head operates so lightly that the weight of a loaf of bread will start it down. No wonder operators, accustomed to an eight or ten-pound pull-down, work faster, stay fresh longer and do better work with a Butler Quik-Steam press.

Learn how the Butler Quik-Steam can boost *your* volume and profit, with greased-for-life ball bearings, low foot pedal, roller lock and other exclusive features.

\*Name on request.

**No matter what cleaning equipment you need—CALL BUTLER FIRST!**



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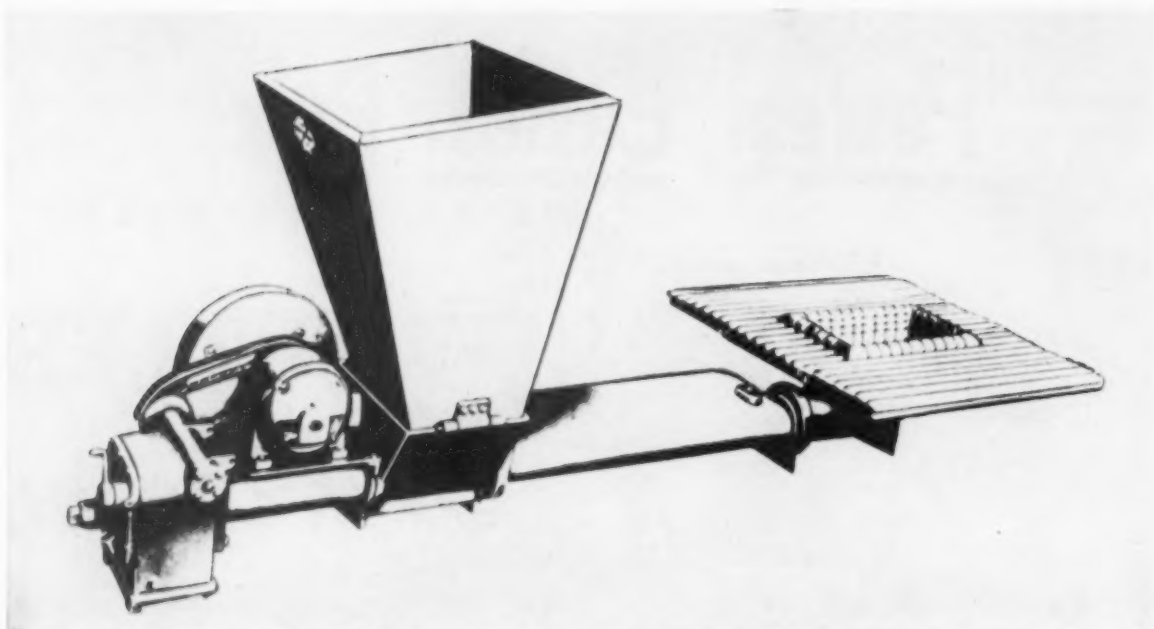


FIG. 1. Single-retort underfeed stoker has screw feed; the retort is surrounded by dead plates, with tuyeres recessed below

## Burning Coal on Stokers

Operation and fuel requirements of underfeed types

by JOSEPH C. McCABE

IN OUR STARTING NUMBER of this series on combustion we brought out the point that nothing burns unless or until it is a gas. In the September issue we showed how the oil-burner manufacturers take oil, a liquid, and either spray it out as tiny droplets in a somewhat gaseous mixture of air and steam or literally tear it apart in rotary cup burners. Coal, a solid, is a horse of a different color.

The large boilers like those you find in the local power-and-light company's plants burn so much coal that it pays them to do everything they can to make coal burning highly efficient and as complete as possible. In keeping with this operating economy they pulverize coal; that is, crush it and grind it down until the pieces are as small and fine as a woman's face powder.

Smaller boiler plants, though, can't justify the money outlay for this coal-preparation equipment. Instead, they go to fuel-bed firing. That is, they burn the coal on a grate or bed raised above the floor level enough to get air under, into and around the coal on the bed and yet leave enough room for the ash or burned-out coal to fall through grate openings to this ash pit.

At one time the coal was introduced to the furnace in shovelfuls by manual labor. Today mechanical devices called stokers have taken over this job and supplanted the less efficient hand-firing methods.

In a nutshell, stoker operation consists of: (1) push-

ing, dropping or throwing coal on a grate within a high temperature region of the furnace; (2) distilling off part of the coal as a combustible gas (mostly hydrocarbons and CO), which burns above the fuel bed just like a gaseous fuel; (3) exposing the remaining red-hot solid, which is coke, to vigorous scrubbing by air com-

(Continued on page 56)

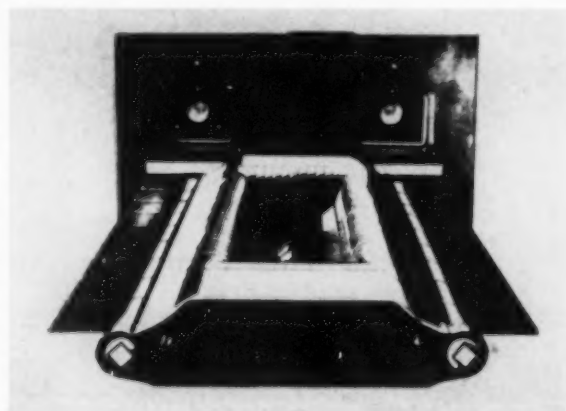


FIG. 2. Air-cooled side-dump grates afford final air supply for any unburned coal, and cut down losses from this source

# Hit a snag?

Any kind of snag is a headache, but the worst snag in the cleaning business is low volume. Successful cleaners throughout America have utilized MONITE Mothproofing for years as a business getter. MONITE Mothproofing service can solve the low volume snag in your business too!

No extra labor or equipment required — applied in the wheel — costs only 1½ cents per average 3 lb. garment.



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Sedalia, Missouri, U. S. A.

# WHAT MERCURY OWNERS TELL US ABOUT 4% SSS TWO-BATH CLEANING

- "Our two 48-lb. units with Rinse-Bath . . . out of this world, super quality, cuts work way down." Hammond, Indiana
- "Am very satisfied with our two 48-lb. Mercuries with Rinse-Bath units." Louisville, Kentucky
- "Proud and delighted." Delawanna, New Jersey
- "Very much pleased with results." Albuquerque, New Mexico
- "It can't be beat. We and customers notice great improvement in quality of cleaning. Spotting much less and easier and wet cleaning almost a thing of the past." Sciotoville, Ohio
- "We, and our customers, like it." Galesburg, Illinois
- "Well satisfied—has reduced wet cleaning and spotting 60%." Montevideo, Minnesota
- "Well satisfied—" New Orleans, Louisiana
- "Something to really sing about. Weekly volume up about 40% and only 19 wet cleans in 3 months." Detroit, Michigan
- "Very good—" Casper, Wyoming
- "Like it very well—getting good results and also new customers." Wetumpka, Alabama
- "Has cut my work way down and have had many fine compliments from customers; especially on whites." Valentine, Nebraska
- "The Mercury Two-Bath system is the most wonderful thing that could happen to a small independent operator like me. Our volume of better than \$1000.00 weekly is done by one (1) man including spotting and what little wet cleaning there is. I could write on and on about the Mercury Two-Bath System." Worcester, Massachusetts

## MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois

Telephone: DAvis 8-0710

SEE MERCURY AD ON NEXT PAGE

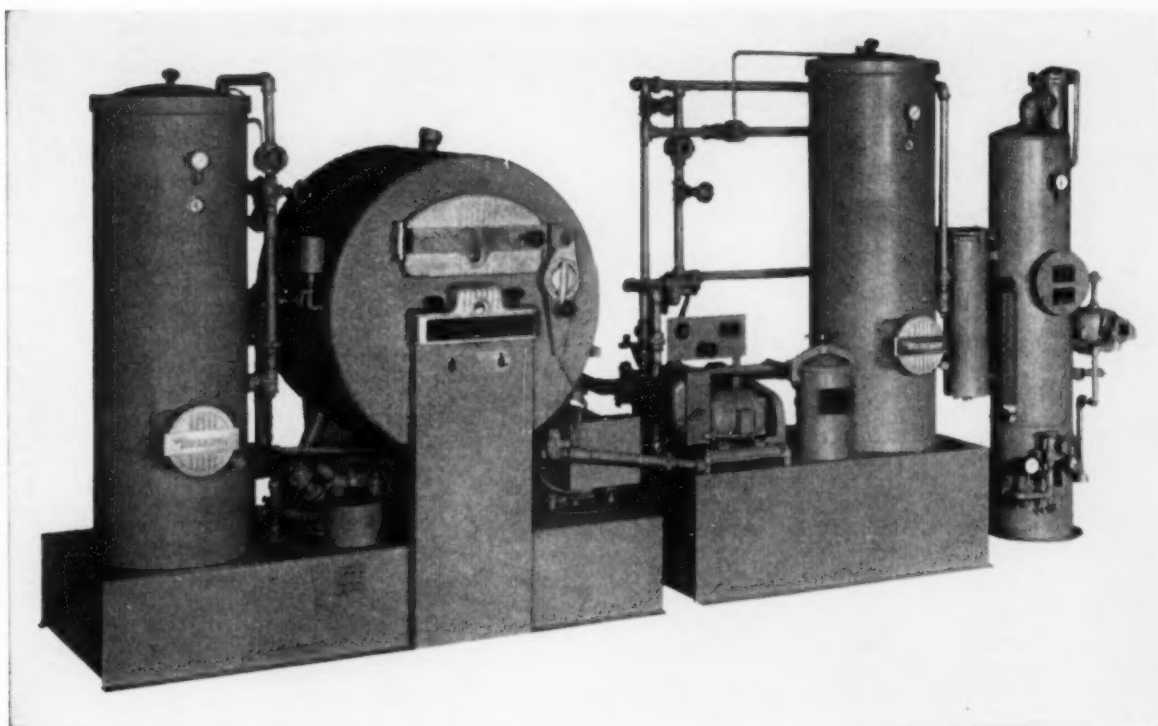


**4% SSS**

# TWO-BATH METHOD

**No transfer of fabrics**

Filter-Rinse Tank,  
and / or Still, may be  
piped to any size or  
model Mercury Unit  
now in use.



Highly successful Two-Bath operation has been used by hundreds of Mercury owners through use of 2 or more Mercury washer-extractors; with manual transfer from 4% unit to washer-extractor holding only clear rinse solvent.

It is NOW possible to achieve this result with NO TRANSFER of FABRICS using ONE Mercury washer-extractor and the rinse-bath tank and filter shown above, at right. After normal cycle with 4% SSS in washer-extractor, clear solvent is pumped into and out of the washer-extractor housing from the rinse tank shown above, at right.

Complete cycle of 4% SSS operation, and rinse bath, is from 30 to 40 minutes per load. The 50 GHP Still at far right (optional), is for clarification of rinse solvent only. Total floor space required: 3 ft. x 12 ft., with Still.

Pictured above is Mercury 48 - lb. washer - extractor with filter-rinse bath and 50 GHP Still. For use with 140° F. or Stoddard solvent.

Also available in 36-lb. size.



Phone: Davis 8-0710

**Mercury Cleaning Systems, Inc. — 1817 Benson Avenue, Evanston, Illinois**

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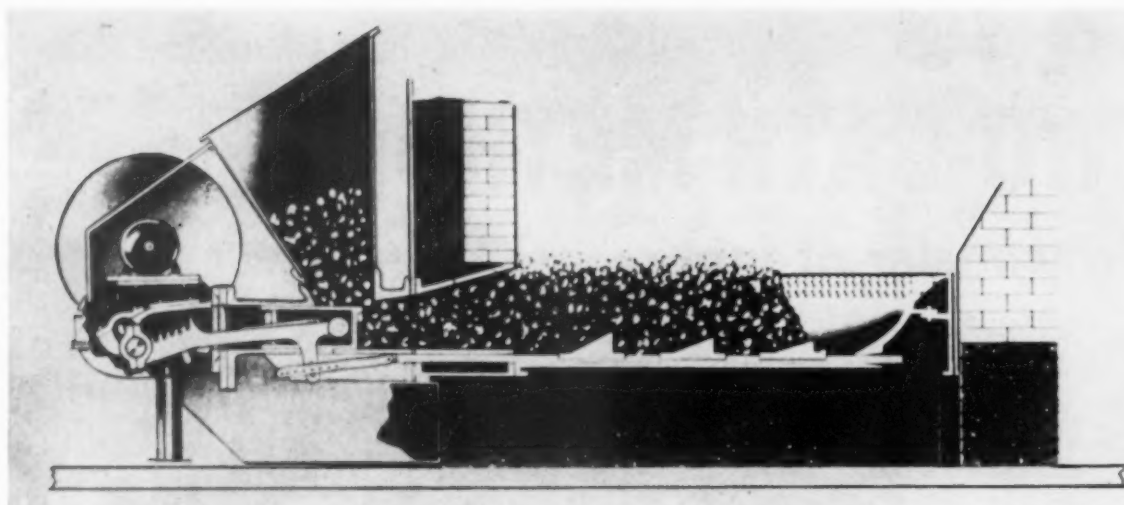


FIG. 3. Gravity-fed coal from hopper reaches a reciprocating ram, moving under action of crank. Ram feeds coal into retort where pusher blocks help distribute it to the fuel bed. Burning coal moves out over tuyere section to ash grates at sides

(Continued from page 52)

ing up through the fuel bed until it is burned, and (4) removing the resulting ash from the furnace zone.

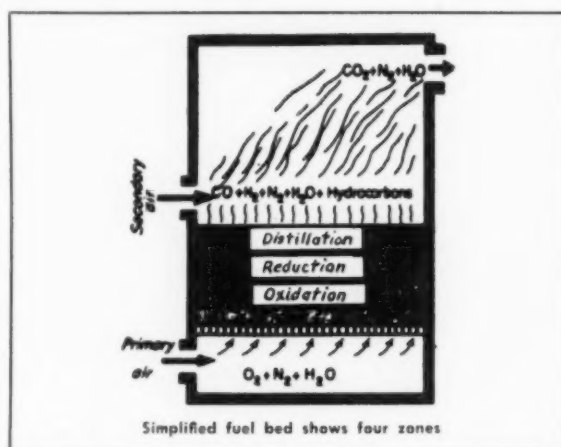
Stokers performing these jobs in a variety of ways and the nature of the fuel bed differs considerably in fact from the simplified bed with its sharply defined zones as shown in "How Boiler Furnaces Work"<sup>1</sup> (see sketch at right).

Stokers may be divided into two general classes, depending on how the coal reaches the fuel bed: (1) overfeeds in which the fuel comes from above; (2) underfeeds, in which it comes from below. The latter method is the type most frequently found in the dry-cleaning field.

As the name implies, in underfeed stokers raw coal comes to the fuel bed from below. It is pushed along in a feed trough, or retort, and, under pressure of fresh coal behind it rises in the retort to spill over on to the fuel bed at either side of it. No air is supplied in the retort proper; it comes through openings called tuyeres (pronounced twee-yares) in the grate sections adjoining the retort. At the retort top, raw coal is exposed to some drying action from incoming air, and to furnace heat. Ignition occurs and distillation begins as the coal moves from the retort area to the active burning area around it. Either under pressure of incoming coal, or as a result of grate motion, burning coke moves slowly to the ash-discharge area.

**Underfeed Types:** Single-retort units can handle up to about 25,000 pounds per hour steaming capacity, occasionally as high as 40,000. Figs. 1-4 illustrate stokers of this type. Twin retorts (Fig. 5) are also employed.

Single-retort stokers differ in the method of feeding coal and in the grate arrangement. In the smaller size ranges, coal is propelled into the retort by a worm or screw, while in larger units a ram, possibly aided by pusher blocks or a sliding retort bottom, does the job. The simplest grate design employs stationary sections which are cleaned manually. When no air is admitted through them, these are called dead plates; when air is admitted they are sometimes called live plates. In either case, the main air flow comes through tuyeres around the retort top.



**Screw Feed:** Fig. 1 shows a screw-feed unit with dead plates surrounding the roughly square retort area. The tuyeres are recessed below the dead plate level. In other designs, tuyere blocks are high and slope away from the retort. Sectional tuyere blocks allow for expansion and make replacement easy. Screw-feed stokers with stationary grates find application for coal-feeding rates from as low as 100 pounds per hour and up to about 1,200. Stoker, draft fan and controls may be designed and sold as a unit.

**Dumping grates:** In larger units, retorts are longer and dumping grates are applied at the sides. Fig. 2 shows such a design looking toward the front end. Extended tuyere sections form live grate areas at the sides of the retort. The ash grates dump into collecting pits from which ash is removed manually at intervals.

Many screw-feed stokers are powered by constant-speed motors, usually with a mechanical transmission for speed reduction and adjustment. Hydraulic transmissions are sometimes used. Where automatic control is applied it is frequently of the "on-off" type, with a hold-fire arrangement.

**Ram Feed:** The ram-feed single-retort stoker overlaps the screw feed at the lower end of its size range. But, as

<sup>1</sup>July NATIONAL CLEANER & DYER, page 52.



## DRIVE-IN CLEANERS OFFER FAST, EFFICIENT SERVICE WITH DOW-PER

Dow-PER's fast action means that you can give "in by 10 out by 5" service, handle more customers per day and make more profit per year



Drive-in cleaners, a recent development of increasing popularity, base their operation on attracting customers by offering the most in convenience and quick service.

Dow-PER\* plays an important part in permitting fast, efficient service and is the dry cleaning solvent preferred by many of the drive-in cleaners. Dow-PER requires a short cleaning cycle, one that allows plenty of time for proper finishing and pick-up the same day the clothing is received.

The thoroughness of Dow-PER cuts down on spotting which also means faster service. Dow-PER is stabilized,

retains its cleaning power thereby eliminating streaks and cloudy areas that require extra time.

All synthetic dry cleaners can benefit by using Dow-PER, for in addition to working fast and thoroughly, it is safe and economical to use. Call your Dow-PER distributor today and have him show you how you can offer your customers the best in service and make your business really pay off. Be sure to ask him for the counter cards, informative literature and window decals that tell your customers you use high quality Dow dry cleaning solvents. THE DOW CHEMICAL COMPANY, Midland, Michigan.

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*you can depend on DOW SOLVENTS*



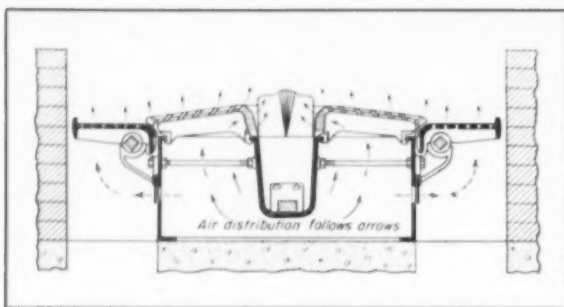


FIG. 4. Section through a single retort unit with side-dump grates. Arrows show how air flows

mentioned before, some designs serve boilers of 25,000 pounds per steaming capacity, and higher.

The ram, piston or plunger, as it is variously known, connects by a crank to a driving mechanism or to a steam, air or hydraulic cylinder in some designs. The ram stroke usually stays constant; change in timing varies fuel feed. The ram pushes the coal to the retort area. For distribution in longer retorts a variety of means are employed. Some units have sliding retort bottoms while others have pusher blocks that reciprocate slowly. These devices usually drive from the same mechanism as the main plunger. Ram and pusher strokes are usually adjustable. In addition to distributing coal in the retort, auxiliary pushers provide an additional measure of fuel-bed agitation. Fig. 3 shows a typical ram-feed stoker with pusher blocks.

**Grate motion:** Many single-retort units have moving grates to provide fuel-bed agitation and to assist movement of the coal to the dump grates at the sides. Methods of providing this motion vary. In some units, alternate grate bars move laterally, actuated by a rocker arm or camshaft driven from the main drive mechanism. In one design (Fig. 5) side grates consist of a series of bars grouped along the long axis of the retort. Two or more rows of bars may form the grate area, depending on furnace width. An oscillating shaft imparts motion directly to these grates, with maximum movement near the retort.

**Air distribution:** Side grates and dumping grates are usually provided with air holes to extend the active burning area. Air in quantities and at pressures suitable to fuel-bed conditions is supplied from a main air chamber with dampers providing control of distribution to various grate sections. Some units have hollow grate bars through which air passes from the main chamber to auxiliary chambers. This cools grate castings and provides some air preheating.

Having seen some of the construction features, we

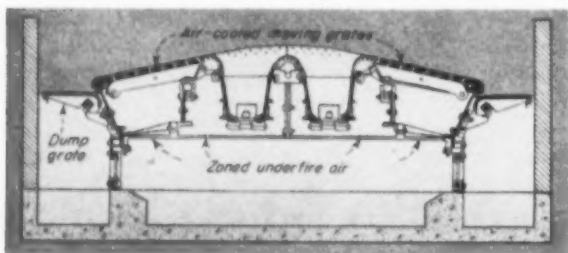


FIG. 5. Section through underfeed stoker with twin retorts. An air-cooled moving grate gives necessary agitation to the fire bed

## GLOSSARY

### Engineering terms used in this article

**Ash-fusion**—When coal is heated hot enough to burn, it leaves behind any minerals or ash that just won't burn. But they will melt or fuse. The temperature at which they fuse is called ash-fusion temperature. It is important because sticky ash can clog up stokers, cut off air supply, hamper boiler performance.

**Fines**—The very small particles of coal knocked off the lumps in handling or shipping form an almost dustlike material called fines. If there is too much of this material it seals off the air spaces between the coal and can hurt stoker operation.

**Nut and Slack**—Coal for stokers is usually sized; that is, passed through screens so that the lumps are the right size for good burning—large enough so air can get around them, yet small enough so the stoker can handle them. Some pieces smaller than the desired lumps do get in and they are grouped together under the name "slack."

can now form a better picture of single-retort operation. Under action of the feed screw or ram, coal enters the retort, being pushed rearward and upward. It moves slowly over the retort edges and spreads out over the active grate area. It is first exposed to air and furnace heat at the top of the retort zone. Here some drying occurs and ignition and distillation begin. Normally, ignition occurs about as the coal reaches the boundaries of the retort area and, except in narrow stokers, the only active burning occurs on the side grate sections.

As the coal moves slowly to the sides (and rear, in many small units) all volatiles distill off to leave coke, which is burned out as the edges of the unit are approached. Most of the incoming air goes up through the fuel bed close to the retort area (Fig. 4). At this point it serves the useful purpose of promoting rapid ignition and maximum mixing between air and volatiles released from heated raw coal. In some installations, overfire jets are employed to give high turbulence.

It is characteristic of this type of firing that some clinkering should occur and fuel-bed agitation break up such clinkers and coke masses as form. Use of a coal having a lower ash fusion\* than that suitable for the design of a given unit may lead to clinkering difficulties, especially along the side walls at the grate level. Water-cooled side walls reduce such tendencies and thus help to extend the range of coals burned satisfactorily and also the continuous capacity rating.

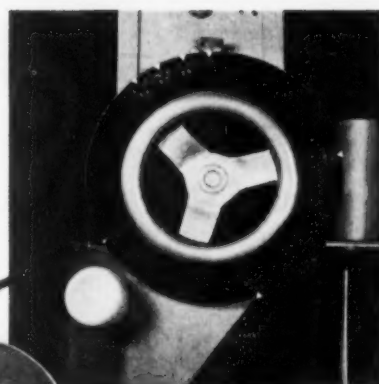
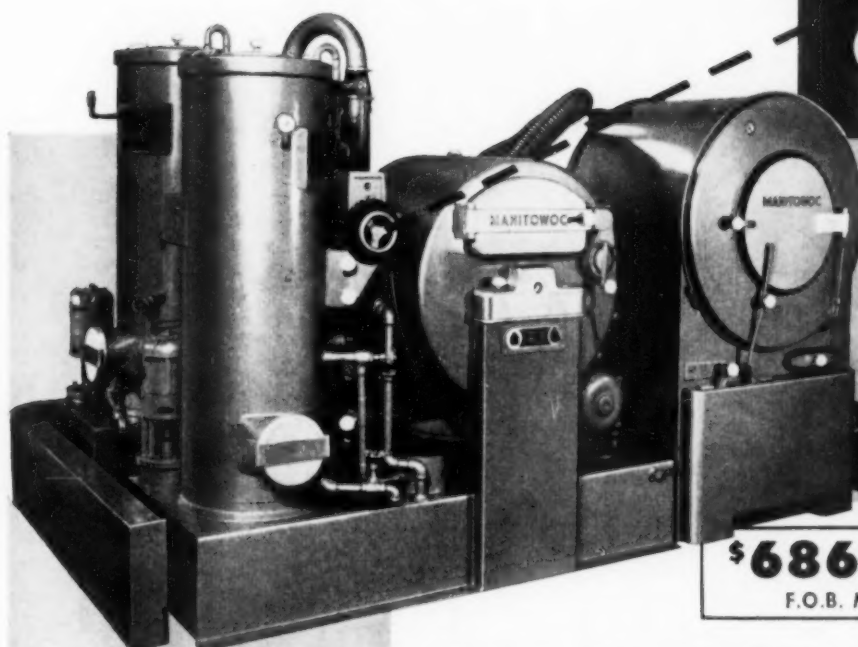
**Coal Characteristics:** Single-retort underfeed stokers handle most bituminous coals, also anthracite. Size is not too critical, but preferred choice limits the top size to from  $\frac{3}{4}$  to 2 inches. Usual specifications call for 2-inch nut and slack\* with no more than 50 percent through a  $\frac{1}{4}$ -inch round-hole screen. Reduction of the percentage of fines\* promotes flexibility by extending the possible choice of coals. The desired aim is, of course, to get a coal size-consist that gives rapid ignition and a porous uniform fuel bed. Where single-retort stokers equipped with stationary grates are used, a double-screened coal is advisable to reduce the percentage of fines.

The fuel-bed agitation of underfeed firing makes it suitable for caking coals. The amount of agitation varies with stoker design; hence selection of coals with caking characteristics suited to the degree of agitation obtained is important. Also to be considered is the matter of ash-fusion temperature mentioned above. # #

\* See glossary.



# new **Manitowoc** perchlor **SSS** unit



## SELECTO-CYCLE Control

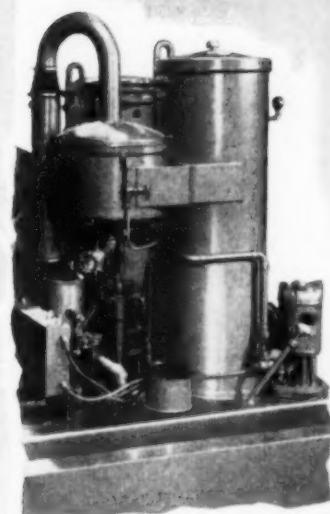
Finest feature of any — "Selecto-Cycle" — controls SSS System electrically and mechanically. Enables you to adjust sequence of operations and time, to suit nature of load. More simple, more flexible, more practical than any other.

**\$6860** Complete  
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## Superior in Design, Construction, Performance

Here's a great new Manitowoc SSS Unit, specifically designed and built to provide superior performance, employing the 2 Bath System. It is extremely simple in design and operation — with a remarkable Selecto-Cycle Control which permits the most flexible type of operation.

This Manitowoc gives you many advantages, many extra, fine features — and of course the added advantage of dual drum design for more capacity (105-120 lbs./hr.) and finest quality cleaning. A Manitowoc costs less to buy, costs less to own and operate; gives you maximum capacity and lowest net cost per pound of dry cleaning. Get the facts and you'll get a Manitowoc. Send for complete details today.



Rear view of unit showing separate solvent storage tank, still, filter and pump for solvent rinse operation. Strong soap filter tank and storage tank with washer-extractor mounted at front of unit. Compact, accessible design reduces floor space requirements.

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**YEARS AHEAD**  
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**CAL'S**  
**CHARGE**

Caled has always originated whole new trends in better cleaning products. NOW you see Caled leading the way again . . . with this far-advanced soap, Cal's Charge, the soap that's especially designed for Charge Systems. A new combination of additives puts this amazing soap ahead of ordinary soaps in meeting quality specifications and sets another new high in cleaning perfection.

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Here, actually, is the new Charge Soap. But you don't have to wait a year . . . a month . . . or even days . . . to enjoy the benefits of this wonderfully different . . . wonderfully efficient . . . economical soap.

Usable in all solvents and all systems . . . soluble in all concentrations . . . Cal's Charge is no problem to use and requires no special techniques. Its greater chemical stability and cleansing action assures better cleaning, at less cost.

Test Cal's Charge against any competition and you'll find you have less wetcleans . . . less spotting . . . less classification troubles . . . no soap stains.

Without rinsing, Cal's Charge is usable as a 1% charge; it turns out unexcelled work in a 4% charge, with rinsing.

You'll like the way fabrics feel, too . . . smooth, supple . . . the way clean clothes should feel. Whites are true whites and colors have a rich, natural glow. Clothes come clean on the first cleaning because

**Cal's Charge Clean-Ability is Built Into The Soap**

## CALED

**PRODUCTS CO., INC.**  
BRENTWOOD, MARYLAND



HARD-TO-MISS store-plant is located at busy intersection at Milford, Connecticut. Railing at curb indicates position of stream which flows just to left of colonial-styled plant

## Plant Moves—Sales Rise

Relocation brings 30 percent increase and creates cleaning center in New England town

by HENRY MOZDZER

THE ADVANTAGES OF MOVING from an old, overcrowded two-story plant to a modern, roomy one-floor operation are readily apparent. But for Carroll's Cleaners of Milford, Connecticut, such a move resulted in at least two additional benefits:

1. Business increased 30 percent within one month of the opening date.

2. The move, in effect, created a "cleaning center."

Driving through the peaceful, tree-shaded countryside—just off the Post Road in southern Connecticut—one is suddenly surprised to see a fur storage plant, a laundry and a drycleaning establishment all grouped together on one side of the road. Surprised because the area seems to be primarily residential and no gas stations or supermarkets are in evidence.

These modern-looking buildings are joined by a common driveway which flanks the road leading to Milford's business district for a distance of some 210 feet. They are owned and operated by the Richetelli brothers and Dante Mei, a brother-in-law.

But things weren't always this way. The building housing the Carroll's Fur Storage and Richey's Laundry was built in 1948. Three years later the laundry end was expanded to make room for finishing equipment. Finally, a few short months ago the drycleaning plant was constructed; it was opened officially in August.

Daniel Richetelli manages the fur department with its 40-by-40-foot humidified storage vault capable of holding 6,500 coats. George Richetelli runs the laun-



AN EYE-CATCHER is this tree-shaded, family-owned "cleaning center," located about a half mile west of Milford's business district. Block-long paved driveway can easily accommodate 25-30 cars



# PERCHLORETHYLENE

(Dry Cleaners' Grade)



Dry Cleaners' Perchloroethylene, the non-explosive and non-flammable solvent, is now available from STAUFFER. As a supplier of Carbon Tetrachloride and other cleaning solvents during the past 30 years, Stauffer has long been familiar with the needs of the dry cleaning industry, and thoroughly appreciates the demand for furnishing the best in quality and service. A completely new Perchloroethylene plant has been built, using the last word in modern equipment. It will manufacture a grade of Dry Cleaners' Perchloroethylene meeting the laboratory tests prescribed by the National Institute of Dry-

cleaning, as well as the practical test of use in all types of machines and all dry cleaning processes.

Stauffer's 43 plants, coast-to-coast, are your guarantee of "know-how" and dependability in the manufacture of chemicals and solvents for industry. Sales offices in major consuming centers plus a network of experienced distributors assure you of intelligent service and prompt delivery. For complete satisfaction, look for the distinctive blue-striped drum. Stauffer Chemical Co., 420 Lexington Ave., N. Y. 17, • Chicago • Houston • San Francisco • Los Angeles, and other consuming centers.

# BY STAUFFER



SPACIOUS STORE OFFICE is tasteful blend of glass, brick, flagstone and cocoa-colored cement blocks. Wall-sized windows give office clean, warm atmosphere

dry, offering shirt, flatwork and wearing apparel service. Shirts make up the bulk of total laundry volume.

Carroll's Cleaners is legally, as well as physically, separate from the other firms. It is operated in partnership by Frederick Richetelli and Dante Mei. When the partners decided to move the cleaning plant from its midtown location, they first thought to merge all three operations under one roof by extending the laundry lines. A stream bisects the property, however, and the cost of building over it in such a manner as to comply with local regulations proved prohibitive. So, choosing the largest lot, they commissioned an architect to design a structure which would make use of every bit of space allowable.

The end result was a modern, colonial-styled store-

plant which harmonizes with the other Richetelli holdings. Although it is not readily apparent, the new plant is distinctive in that there are no square corners—each side being a different length. It should be added that this did not handicap equipment layout arrangements.

Within four weeks after the new plant opened its doors the business volume increased by 30 percent to become a \$2,000-a-week operation. Another route was added to the two already in existence and the store plant soon was handling more business than the call office.

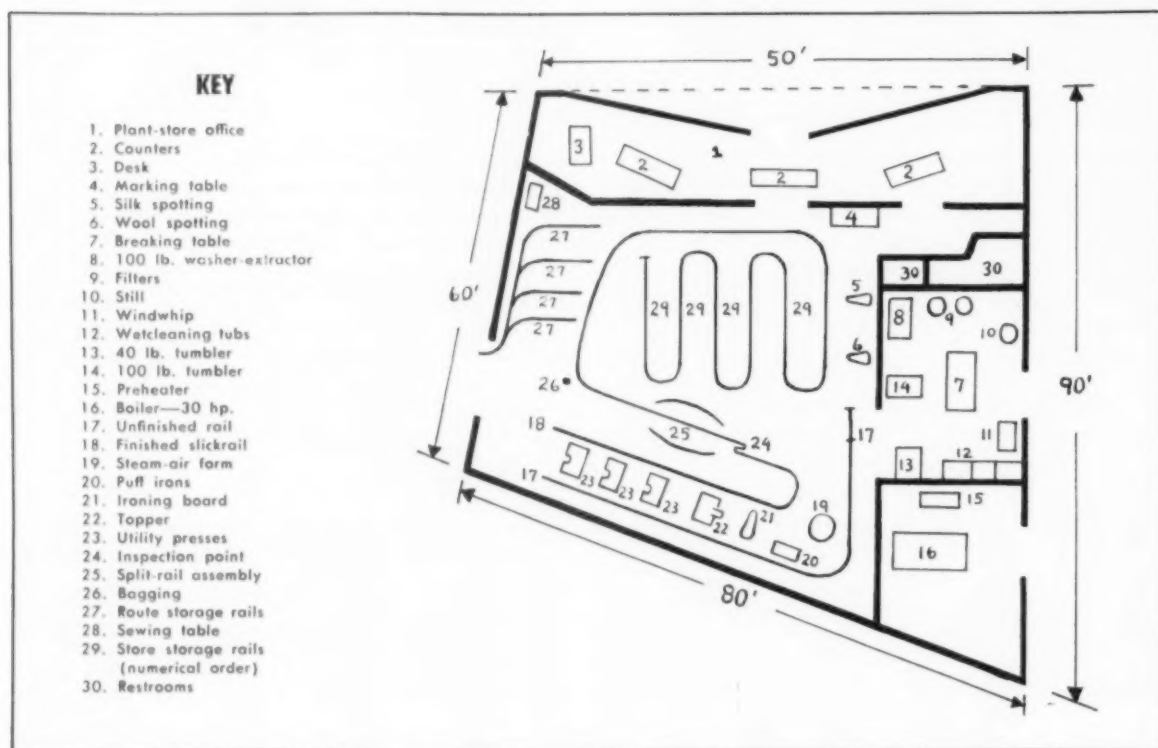
The former plant store at the midtown location was retained as a call office for traditional reasons. It was the original site of Carroll's Cleaners even before 1937, the years Messrs. Mei and Richetelli became its owners.

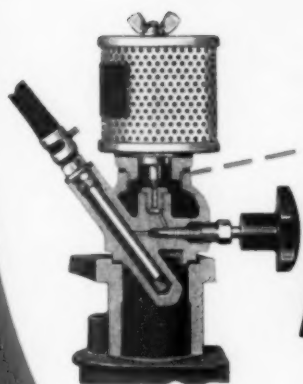
Today, a percentage breakdown of the sources of income reveals that the new store plant brings in about 30 percent of the business, the call office 20 and routes 50 percent.

Location is regarded as the principal reason for this increase. Roads leading from beach areas funnel into the cleaning center. Passersby use it as a landmark and tend to remember the variety of services offered. They remember, also, the spacious parking area adjoining the buildings.

Announcement of the cleaning plant's move was advertised in the local papers for only one week preceding the opening date. Carroll's does run regular weekly ads, however, and will soon take part in a program called "Treasures on Television" to be televised by Bridgeport's WICC-TV over Channel 46.

Summer visitors drawn to the shores of Long Island Sound help level off hot-weather slumps and Milford itself is booming in its own quiet way. Within the past 10 years its population has increased more than 60 percent. Its cleaning center looks forward to continued prosperity. # #





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THIS NEW  
VALVE**



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... make way for a new  
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STEAM-ELECTRIC IRON**  
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**No steam assembly is better than  
its valve.** Now, the low assembly is perfected, as Cissell  
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Here's another exclusive for Cissell in valve design. *It's simple ...  
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right hose clear of water ... provides dry steam. Thus, water is con-  
verted into steam **IN THE VALVE** before it reaches iron. This is  
what it takes to give you steam-iron operation at its best.

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tric Thumb Control, \$82. The Cissell Low-Boy  
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**CHARGED-SYSTEM DETERGENT**

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**Works in any charged system—1, 2, 3, or 4%—  
dilute, regular, or super-charged!**

**Works with the equipment you now have—  
no gadgets to buy, none to get out of order!**

If you would like to drastically reduce or even completely eliminate costly wet cleaning and much spotting *under your present charged system set-up*—Power-Pak is right for you! This newest development from Pennsalt can help you turn out far better work, with less trouble, and with a bare minimum of wet cleaning.

The key to this new product's ability is its exclusive Hydratroll action—in effect, its power to make moisture behave, to make it work *for* you, not against you.

You can use the right amount of moisture for each load—even adjusting for humidity conditions of the atmosphere or of the solvent if you wish. You just add a selected amount of a stock solution containing Pennsalt Energex and moisture.

Then, moisture *plus* solvent *plus* Power-Pak go to work to get garments as clean as you've ever seen them come from the washer! Colors gleam, whites sparkle. Cotton parts in suits look like they'd been washed in soap and water. Yet, silks don't take on that dull washed-out appearance.

Power-Pak rinses fast, offers trouble-free distillation and filtering, can be used in dilute or super-charged systems. Best of all, Power-Pak will work with the equipment *you now have*. Nothing extra to buy! No fancy gadgets to get out of order.

#### **Free Technical Service**

There is no charge for installing Power-Pak. Experienced Pennsalt technicians, trained to analyze *your* special needs and problems, will help set up your plant to get the very most out of this advanced detergent. A free, easy-to-use test kit is provided with all installations.

We honestly believe Power-Pak is the finest charged-system detergent ever offered to the dry-cleaning industry. Once you use it, we know you will think so, too. Contact your Pennsalt distributor today for further information. Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co., East: 402 Widener Bldg., Phila. 7, Pa. West: 2168 Shattuck Ave., Berkeley 4, Calif.

POWER-PAK is a trade mark of PSM Co.

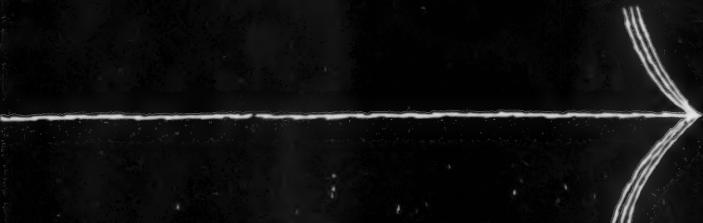


**Pennsalt  
Chemicals**



# POWER-PAK

## POWER-PAK

- 
- use with dilute or super charges
  - no special equipment to buy
  - deep-down cleaning action
  - sure control of moisture
  - fast, free rinsing
  - trouble-free distillation & filtering

## QUESTIONS and ANSWERS

### Oxidized-Sizing Stains

Can you tell us the nature and cause of the stains on this lady's housecoat?—*T.C.D., Connecticut*

The stains so pronounced on the sleeves of this garment have been caused by the oxidation of cellulose materials or sizings present in the fabric.

The condition is usually the result of a fabric getting wet and remaining wet for some time. Sizings, dressings or cellulose materials are dissolved and move to the outer edge where they remain to become oxidized and take on their yellow to dark color. This condition is commonly seen on draperies and curtains which get wet at an open window and hang in this condition for some time. It may also be that acid gases present in the atmosphere may be absorbed in this wet area and contribute to the discoloration.

Stains of this type are usually quite difficult to remove. In the case of draperies or similar cotton fabrics it is usually impossible.

You may be able to clear up the stains in this housecoat by placing the entire garment in a bath of water to which is added a wetting agent, and allowing it to soak for several hours. Toward the last part of the soaking procedure add some ammonia to the bath, then allow the soaking to continue for about an hour. Then wet-clean and rinse in the regular manner.

### Hole in Trousers

This pair of trousers had some printers' ink on the knee. When we tried to remove the spot in the usual manner, why did a hole appear where the ink had been?—*E.L.C., Georgia*

We have examined the damaged area and believe that the hole was the result of a tear in the fabric, rather than any spotting operation.

The stain present contains carbon soil and so might be indicative of printers' ink. Yet that same carbon-type soil is also present around a metal object or piece of machinery.

We are of the opinion that this garment was torn by a sharp object, and at the same time the fabric was stained with soil containing a large quantity of carbon.

### Cleaning Acetate Jackets

How can we clean acetate waterproof jackets?

—*C.M.C., Kansas*

Cleaning acetate jackets has been quite a difficult problem for cleaners for some time. The so-called "charge system" that has recently generally swept the drycleaning industry has made it possible for the cleaner to utilize greater amounts of water safely in his cleaning procedure. Thus the cleaning efficiency has been greatly increased, particularly on the garments such as acetate jackets that have been so difficult to clean.

Acetate fabrics do not dryclean particularly well. This might also be said of other fibers such as rayon and cotton. On the other hand, we are reluctant to wet-clean these garments, for various reasons.

But, you will find that a very fine cleaning job can

be accomplished on such fabrics if a detergent carrying moisture completely in itself or as an emulsion with water is used on the garment. If you will brush down the soiled areas of such garments with a stock solution of detergent, moisture and solvent, and then clean them in the regular fashion with a low solvent level in the washer, a fine cleaning job will result.

Of course, where such large amounts of moisture are used, the extraction time should be reduced so that severe breaks do not occur in the acetate fabric.

### Loom-Finished Acetate Taffeta

Can you give us any advice about handling the type of material in this lady's blue taffeta dress? We find that this fabric loses its stiffness, even though it is drycleaned only, and that it is difficult to remove water-soluble stains.—*P.M.D.C., Puerto Rico*

This fabric is a loom-finished acetate, meaning that the yarns are dyed before weaving and the warp yarns are sized before they are put into the loom under tension.

The problem, of course, hinges on the water-soluble property of the sizing. When such fabrics are drycleaned in standard procedures which might include the use of moisture in the detergent used, some loss of sizing might occur and streaking is often noticed. Naturally, should any wet processing be done on such a fabric it will be ruined through the loss of sizing and the shrinkage that goes with it.

Formerly when a drycleaner handled an acetate taffeta he could be certain that water procedures could be used with safety. That can no longer be counted on.

This garment can only be handled in a completely drycleaning procedure. That means water-soluble soil and stains cannot be removed without danger of damage through loss of sizing. In some instances a moisture emulsion made up with one of the drycleaning detergents can be used to try and help a soiled condition. But any use of moisture whatever is dangerous on such fabrics.

Sometimes a dry-side water repellent can be used to improve the stiffness of the fabric.

### Spots Showed After Cleaning

Why did these spots appear after this garment was drycleaned?—*A.L.C., Texas*

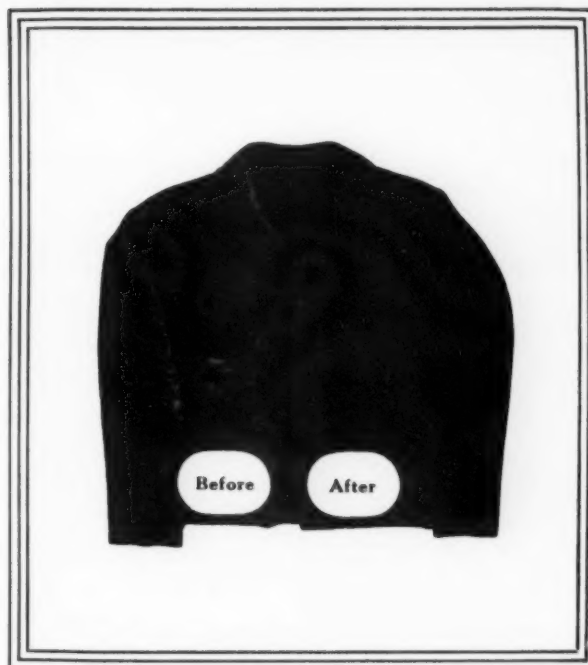
The spots on these tan checked trousers are actually a loss of dyestuff. Further examination shows that the loss of color has taken place from the acetate yarns in the fabric.

Acetate dyestuff is very soluble in alcohol solutions as well as acids. It is also susceptible to damage from "croaking off"—caused by an abrasive action. Any rubbing action can easily cause this condition. It appears that some type of rubbing has taken place against the fabric of these spots. This could be from use of a bone spatula, fingernail or a similar object.

The only way to overcome the damage is to redye the garment and, because the fabric in this case is a check, this might not be advisable, unless the customer would be satisfied with a solid brown.

# LEATHER RESTORED AND ENRICHED BY

*Colorflex*



Superior results are obtained with the use of Colorflex in restoring grain leather garments to their original state of usefulness and appearance. This is because Colorflex is a type of leather finish used by leather goods manufacturers.

Colorflex, if correctly applied, recaptures the finish that was the pride of the tanner and dyer of the leather from which the garment was originally made.

Grain leather garments properly refinished with Colorflex will not crack or peel under any climatic condition. They retain all the

flexibility and feel of virgin leather, will not rub or crack, remain fast to light and may be dry cleaned without loss of color any more than newly purchased garments.

Colorflex is available in twelve colors, including black and white. They are mixed with water and applied with a sponge, brush or compressed air gun.

Colorflex Top Finishes are extremely flexible lacquers in gloss and dull tones, applied with air gun as a sealing coat and imparting water repellent qualities to the finished leather.

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OF LEATHER**

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MOST OF SYSTEM is visible here. At right is line leading in from finishing department. Marker for Section 2 is just at left of first slickrail support at right. Garments at girl's right are shorts. Garments hanging at far left are in section 8

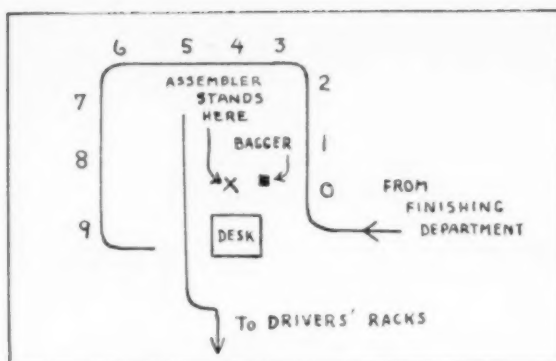


DIAGRAM SHOWS how simple this system is

## This Assembly System Is Simple

Slickrail setup makes it easy for one girl to handle assembly *and* bagging

by PHIL GREENE

JUST ABOUT IDEAL for a small- or medium-sized drycleaner is the way Peter Day, who operates Day & Frick in Philadelphia, regards his assembly system. He cites these advantages:

1. One girl can easily handle both assembly and bagging.
2. It is practically impossible for an order to get mixed up.
3. The system is very simple.

It does require more walking than, say, the split-rail system, but this slight drawback has not turned out to be significant in this plant.

The system is tied in with the firm's invoice ticket and identification tag. The driver or counter girl just writes the name, address and route number on the first sheet of a three-part snap-out ticket. The marker sorts the bundle, fills out the ticket, and stamps an order number on the carbonized form with a marking machine. Then fiber tags bearing the same number are stamped out for each piece in the order. The tags are safety-pinned to the pieces, and the work goes to the cleaning department.

The number system is a simple one. Lots are identified by color. For example, a tag number might be:

**X2M-01-**

The "X" stands for the month. January is 1, February 2, and so on through September, which is 9. To keep the month designations in one character, October, November and December are X, Y and Z.

The "2" indicates the second week of the month, and the "M" stands for the day. So that there won't be two T's for Tuesday and Thursday, Thursday is assigned the letter H. The last two digits, "01," indicate the first garment marked in on Monday. This 01 starts a sequence which is continued to the end of the week. On the following Monday the first garment will again be 01. The dash at the end indicates a single-piece order. The dash is left off for multiple-piece orders.

The tag serves an interesting incidental purpose. If buttons are missing when a garment comes in, the

marker punches a hole in the ticket for each missing button. Assume that the repair girl is replacing buttons that were removed for cleaning, and finds only two in the envelope when there should be four. If the tag has two holes punched in it, she knows that the two missing buttons were missing when the garment was accepted.

After work is cleaned, it is sorted into a fixed sequence for the finishers. The sequence runs: pants, skirts, jackets, silks. This sequence is, naturally, continued as the work is finished and moved along the slickrail to the assembly section.

The assembly section, as the diagram shows, consists of a slickrail angled into a square shape, but with most of one side left open. The rail is divided into 10 sections, one for each digit, starting with 0, and running counter-clockwise. The different sections are indicated by a number hung from a wire running around the slickrail supports.

Another slickrail runs out of the open side of the square and leads to the drivers' racks. The assembler, with her desk and bagging hook, stands in the center.

As garments are pushed up the slickrail from the finishers, the assembler first suborts them by the last digit of the tag number. When the tag color changes and the next lot starts coming through, she starts assembling the 0 section of the rail. She has, of course, sorted her copies of the invoices by the last digit. When the 0's have been bagged and put on the rail leading to the drivers' racks, she pushes the entire 1 section (and perhaps the 2 and 3 sections as well) back along the assembly rail to where the 0's had been so that the garments will be handier to her bagging station.

Long coats are not subsorted but are bagged immediately to avoid extra carrying. Single orders (tags with dash at end) are not subsorted, either.

Short orders, or garments that are otherwise out of lot, are kept at the end of the outgoing line until the rest of the bundle catches up with them.

Two copies of the three-part ticket are attached to the bags. One is for the customer, and one for the drivers' own records. # #



# UP A TREE about your costs?

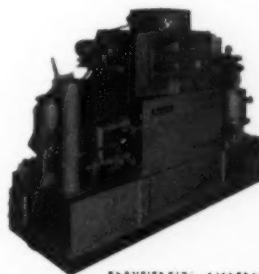
If high costs and low profits have You up a tree, here is a simple, down-to-earth solution to your problem! Investigate the revolutionary Detrex Two-Bath Process.

The miraculous cleaning action of the Detrex Two-Bath Process does more to cut over-all costs than any development in the last twenty-five years! At the same time, it improves quality to the point that business automatically climbs to a new high . . . imagine, you make more profit per garment and from more garments, too. These are facts proven by every single operator of the new Detrex Process from coast to coast.

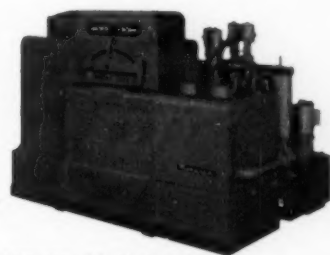
How does the Detrex Two-Bath Process do all this? By making it possible for you to use 3% to 4% strong soap solution followed by a clear solvent rinse cycle. Because reruns are virtually eliminated, wet cleaning is a thing of the past, pass-ups become the bulk of your volume, you process greater volume with fewer headaches. Best of all it's completely automatic.

For the whole profit story—for proof—send in the coupon on the back or contact your local Detrex representative.

DETREX CORPORATION, Box 501,  
Detroit 32, Michigan, Dept. N-5



DETREX CORONET



DETREX MONARCH

The Monarch for 120 lb. hourly capacity—the Coronet for 80 lb. hourly capacity. The two-bath process for 3% to 4% strong soap-solvent solution is optional at extra cost on both units.

# DETREX

*The Process that Shaped the Industry*

# This could be YOU

## ANOTHER TRUE DETREX SUCCESS STORY



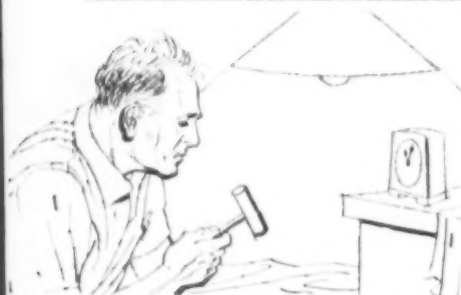
Taking Horace Greeley's advice to go West, Mr. Dave Simon moved to the Pacific coast nine years ago. Then, in June 1947, established the Sun Valley Cleaners, 13811-13 Ventura Blvd., Los Angeles, California.

Dave was born and educated in Pennsylvania, helped his father who was in the drycleaning business.

As the years went by, Dave tried his



hand at several different occupations. He was a wrestler and boxer for three years, even fought his way up to be light heavy-weight contender before retiring. He answered Uncle Sam's call and spent 15 months in Air Corps Artillery. In 1947, Dave opened his Los Angeles store called Sun Valley Cleaners. A cash and carry operation, Dave soon found himself working nights and weekends to maintain reasonable service on a normal volume.



Dave decided to look around, to find a way to get home earlier and maybe even increase his volume. For two years he investigated and compared all makes of drycleaning equipment, finally decided on the only logical choice, the Detrex Two-Bath Process. As he says, "I bought, I was not sold." Now Dave goes home earlier and enjoys his family. At the same time he enjoys the profits from substantially increased volume.



In addition, Detrex equipment has cut his overhead costs substantially. For example: the gas bill has dropped 33 1/3% and reruns have been cut by 60%. Pass-ups are practically 100%; wet cleaning and hand spotting are greatly reduced. Employees are much happier and more efficient.

"Garments are cleaner and colors are brighter" says Dave, "these are the reasons our business skyrocketed so fast."



Dave is a family man and this business is a family operation. Mrs. Simon works as a checker and inspector, while their 17 year old son helps on all jobs. The combination of hard work and good judgment by this ambitious family has resulted in a high volume, profit-making organization. Among their many satisfied customers are movie celebrities, TV stars and corporation executives, all people who want and get the best in drycleaning... the type of quality which is standard for the Detrex Two-Bath Process.

### DETREX CORPORATION

Box 501, Dept. N-5  
Detroit 32, Michigan

Please rush me without obligation complete details on the Detrex Two-Bath Process.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

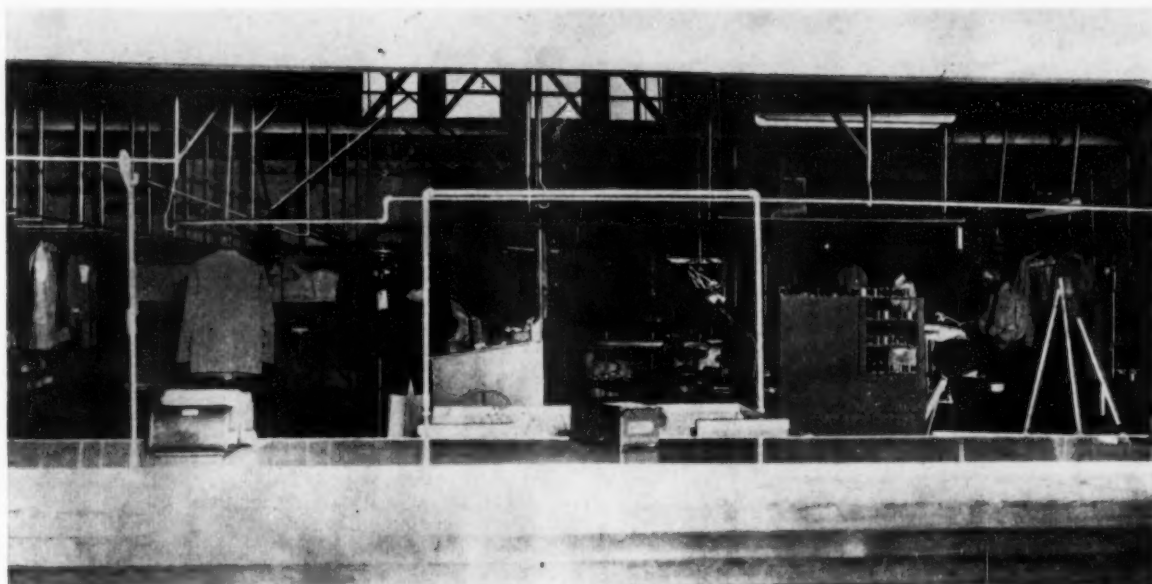
CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Detrex equipment is sold and serviced from coast to coast through a network of distributors.

These distributors have been individually selected by Detrex on the basis of "know-how" and ability to render top-flight service. Well versed in drycleaning in all its phases—trained to recognize and serve your every need—they stand ready to fill all your drycleaning requirements.

For the full Detrex Story, call upon the Detrex distributor in your area. Just fill in the attached coupon and mail it today. We will advise you of his name by return mail.



IN FRONT OF ENTERING CUSTOMER is view of marking, finishing and repair departments and garment storage racks. Note cart with overhead rack immediately behind counter for incoming work

## How To Give Drive-In Interior Appeal

With parking convenience but no curb service  
customers are held by view of activity inside

WHAT YOU SEE INSIDE a drive-in is important, too, according to H. D. Christensen, owner of Nu-Way Cleaners at Medford, Oregon. With a satisfactory parking and lane arrangement but no curb service, he has found that it takes some attraction to pull the customer in and help sell him once he is inside the door.

The Nu-Way answer is activity that the customer can see. As he comes in the door, in front of him is an

attractive low counter. Over it he gets a full view of the finishing room with a panoramic 50 feet of activity.

The customer's garments go immediately into a neat cart kept just behind the counter. Beyond can be seen the marking-in desk, the repair department, the silk and wool finishing units and ready-garment storage.

The walls and ceiling are kept freshly painted, with all colors harmonizing. Garments are even shifted on

VOLUME IS INCREASED in fur cleaning and repair department by window view of operations and garment display





### Drive-In Must's Come First

The Nu-Way Cleaners plant has the preferred corner location. It's four blocks from the downtown center but not in a shopping center.

With a 50-foot front, the building extends back 110 feet with an 80-foot "L" at the rear. The front of the building is set back 25 feet from the sidewalk. The curb allowance is 25 feet at the corner, and 25 feet plus an alleyway at the exit.

There is front curb parking for three cars, while the drive-in lot will handle four or five drive-through cars while still allowing parking of two cars.

"Space for four cars on the lot," says Mr. Christensen, "with permanent parking for one or two additional cars, is ample. **Too much space on the lot breeds overparking** just as too many seats in a restaurant mean longer service time and often smaller volume."

the racks to get the best color effect. Slickracks are of Monel.

At the right of the call office, the customer sees the fur cleaning and repair department through a plate-glass window over a glass-brick partition. Here several attractive coats and fur pieces are kept on display.

To the left, the customer can look through a similar plate-glass window over a glass-brick partition. Behind this window is the owner's office. From here Mr. Christensen has a full view of the store, the finishing department, and the fur servicing section. More important, the customer can see him!

"It is my belief," Mr. Christensen says, "that customers like to have the owner or manager on hand where they can see him and where he is easily available when needed. His first job is serving his customers, not repairing an extractor or replacing a faulty trap."

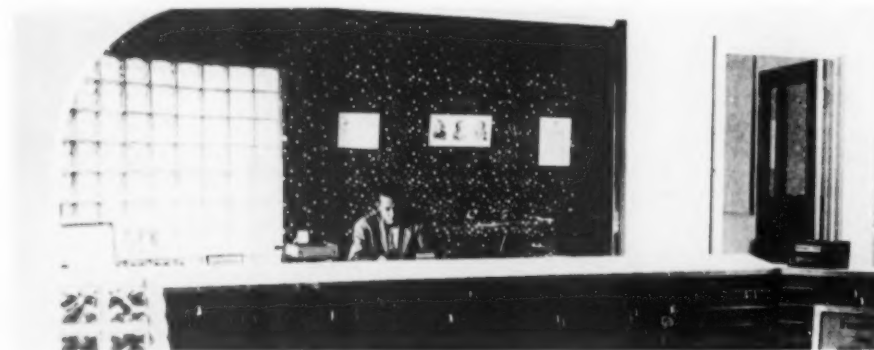
Mr. Christensen's theories of drive-in operation have worked well in practice. When he built the drive-in in 1947 his volume immediately increased 25 to 30 per-

cent. There has since been a slow but steady increase.

Nu-Way is not exclusively a drive-in operation. About one-third of the plant volume is drop-in business, a proportion that has held fairly constant since the drive-in was opened. However, route volume has increased at the same time and at about the same rate.

In Mr. Christensen's opinion, the drive-in facility is partly responsible for increasing route volume. The drive-in convenience brings the new customer, then he is held by the convenience of the route service or a combination of route and drive-in.

In his entire setup, Mr. Christensen says, there is just one change he would make if he were doing it again. He would put his storage vault door in the call office or fur repair room where it could be seen by customers both inside and from the drive-in lot. This change, he feels, would be cheap advertising for the fur storage department. It would also add considerably to the over-all picture the customer gets as he comes in the front door. # #



OWNER CAN SEE and be seen through glass window of office; customers know he is there when needed





Patents pending  
for process  
and apparatus

## *There's a thousand other cleaners like these...*

The following 10 pages of this magazine are devoted to a select group of plantowners who have helped to make dry cleaning history by being among the first to use conductivity control.

*And there's a thousand other cleaners like these!*

Over a thousand of STREET'S CONDUCTIVITY CONTROL UNITS are in actual use as this message is written in October of 1953, most of which have stood the test of a hot, humid summer.

Another thousand orders are in process, and installations of the second thousand will be completed before Christmas.

Within one short year from the time STREET'S made public announcement of its invention, 2,000 alert plantowners will have benefited from the use of this revolutionary electronic process for which patents are pending.

The next generation will point to 1953 as the year when drycleaners learned the art of "*Perspiration Removal Without Wrinkling.*"

If the following pages excite your interest, write to STREET'S for their new 56-page brochure which offers detailed information on the theory of conductivity as well as illustration and description of the electronic apparatus itself.

5886-92 Copyright 1953, R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, U.S.A.

**Street's Conductivity Control  
in "America's Largest Cleaners"  
provides for...**

**96%  
pass-ups**

**Big savings  
in productive  
labor**

**No wrinkling,  
regardless of  
relative humidity**

TELEPHONE FLUSHING 3-5000

DRY CLEANERS, INC.



**Kent**  
*America's Largest Cleaners*

CROSS ISLAND BOULEVARD  
WHITESTONE, N.Y.

July 1, 1953

Mr. C. B. Kasson  
R. R. Street & Co., Inc.  
561 W. Monroe St.  
Chicago 6, Ill.

Dear Kass:

9:05 A.M.....Just received bill for change-over to Extractor-Rinse, and I almost fell off my chair. It seems as though it must have taken all the pipe (and pipe fitters, too) in New York to convert our 8 washers, 8 filters and 4 extractors, so we could start using your Formula 886 in the Two-Bath Method.

9:20 A.M.....Just received productive labor figures for past 4 weeks, and all is forgiven. I imagine it's just a coincidence that the last four weeks were our first four with 4% 886, the Extractor-Rinse, and your new Automatic Conductivity Controls. You'll probably show this letter to some of my competitors, so I don't plan to tell you how much we cut our labor costs, - percentagewise. I can report, however, that: 1) our silk pass-ups are hitting right at 96%, and 2) our savings in productive labor alone will more than pay for the entire change-over within another six to eight weeks.

For my money, 4% 886 plus automatic conductivity control "cleans clothes cleaner than any soap". Follow that up with a clear volatile solvent rinse (or "dilution", as you say) in the extractor, and you wind up with the brightest, clearest, fastest-moving garments I have ever seen. The humidity has been awfully high here during the past couple of weeks, but I have yet to see a single wrinkle on any garment. Perhaps that's why our finishing department is showing such a fantastic increase in production.

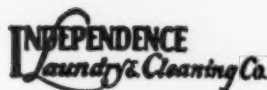
Many thanks, Kass, to both you and Ray Schwenk for all you've done for us. Please feel free to bring anyone interested in this process into Kent. I am only too glad to show them the installation. Thanks also to Street's for pioneering both the Two-Bath Method, and these amazing Automatic Conductivity Controls.

Sincerely,

*Morris Sanders*

Morris Sanders,  
President

MS:ien



115 SOUTH OSAGE  
INDEPENDENCE, MISSOURI

PHONE INDEP. 3343

September 8, 1953

The Independence Laundry & Cleaning Co. is one of the most frequently visited plants in the Kansas City area. Its able leader, Harry Stewart, was quick to visualize the possibilities in the two-bath method, and as a result ordered one of the first Butler washer-extractors. Read Mr. Stewart's letter to learn how much the addition of Street's Conductivity Control Unit contributes to the efficiency of this modern cleaning room.

Mr. Paul Warren  
R. R. Street & Company  
561 W. Monroe  
Chicago, Illinois

Dear Mr. Warren:

About eighteen months ago, we installed a Butler Washer Extractor and 4% 886, and thought we had reached the end of the road in quality dry cleaning.

However, since the installation of your conductivity control by Mr. Jack Stephens, we have experienced an unbelievable improvement.

The uniformity of load after load, the complete absence of wrinkles, a further decrease in wet cleaning, and the ease with which the work moves through our finishing department, to say nothing of reduction in overall costs, prompts us to believe that your conductivity control and the 2-bath 4% 886 method of dry cleaning is the biggest advancement made in our industry.

In closing, we cannot praise you too highly for the "know how" and efficient way with which your field man, Mr. Jack Stephens, has brought about these wonderful changes in our plant.

Very truly yours,

*H. C. Stewart*

H. C. STEWART, MANAGER

INDEPENDENCE LAUNDRY & CLEANING COMPANY

*Harry Stewart says:*

"...your conductivity control and the 2-bath 4% 886 method of dry cleaning is the biggest advancement made in our industry."



561 W. Monroe St.,  
Chicago 6, U.S.A.

After installation  
of his fifth  
conductivity unit...

Johnny Brittain's dynamic  
speech at Cleveland  
was considered by many  
listeners as one of the  
most informative they had  
ever heard pertaining  
to the two-bath method.

That was before  
Mr. Brittain had installed  
his first conductivity  
control unit.

His letter which is  
reproduced at the right,  
was written after  
a full summer of experience  
using 4% 886 with  
conductivity control, and  
should be of unusual  
interest to all operators of  
synthetic solvent  
equipment.

R. R. STREET & CO., INC.

561 W. Monroe St.,  
Chicago 6, U. S. A.

Johnny Brittain says: "It is a great  
advancement for the dry cleaning  
industry and an opportunity for  
every plant owner to make a large  
step forward in public relations, by  
offering a more consistent quality  
with very few wet cleans."

### Park Cleaners

217 SOUTH GARFIELD AVE. — MONTEREY PARK, CALIF. — AT. 9-4269

September 9, 1953

Mr. Paul Warren  
R. R. Street & Company  
561 West Monroe Street  
Chicago, Illinois

Dear Mr. Warren:

This letter is in the form of an apology, for it was a group of "technical skeptics" that assembled in our plant for the installation of our first conductivity control unit. There was only one supporter for the "gadget" your conscientious field technician, Jack Fields. I won't name the skeptics, but I will say that one was a local jobber salesman, (now a strong booster for conductivity control); another was a neighboring plant owner, (now has two units on his two 6A Prosperity's); and the last, but not least, yours truly.

We here at Park Cleaners were pretty cocky about our ability to clean clothes, we had been on 4% two bath system for over two years and what we didn't know about cleaning hadn't been told. We were getting results that surpassed belief.

I want to say with complete humility that we were only scratching the surface as far as consistent trouble-free cleaning was concerned. The conductivity control unit gave us results far superior to our hit and miss method of adding moisture to take care of each classification of garments. We recently installed a new 7A Prosperity unit without a conductivity control unit. (We forgot to order in time for the installation) I have never felt frustrated or lost before, but operating this new machine without the aid of a conductivity control unit really threw us. We had more spotting than usual. We weren't getting consistency from one load to the next. Some were wrinkled and others had poor water soluble soil removal. Needless to say, we have installed a conductivity control unit, our fifth, on the new machine. Now the results are as beautiful and consistent as on our other four installations.

It is a great advancement for the dry cleaning industry and an opportunity for every plant owner to make a large step forward in public relations, by offering a more consistent quality with very few wet cleans. Looking at it from purely selfish angle he can reduce costs at the same time, which to most of us is a prime importance in the market of rising costs. I'd be personally proud to say thanks to you and the R. R. Street Company for making my operation easier and more profitable.

Sincerely,

Johnny Brittain



# Conductivity control in one of New England's finest plants



Telephone: 33-1211

## BATTISTON DRY CLEANING SERVICE

*Exceptionally Fine Cleaning*

365 NEW PARK AVENUE - WEST HARTFORD 10, CONN.

August 8, 1953

Mr. Paul Warren  
R.R. Street & Co.  
561 No. Monroe Street  
Chicago 6, Illinois

Dear Mr. Warren,

May I express my appreciation to R.R. Street & Co. for having installed their new moisture control unit in our plant.

I have always felt that dry cleaning should be dry cleaning and not wet cleaning in a dry cleaning washer. It is amazing and gratifying after all these years, to be able to remove water soluble soil in the dry cleaning washer, with out distorting the appearance of garments. The conductivity unit has accomplished this with complete satisfaction.

If I had been told, two short years ago, that I would be able to go through a summer such as this with half of one percent wet cleaning, I would have believed it impossible.

The savings in labor cost, through the use of the 4% charge and the conductivity unit are reflected throughout the entire plant, especially in the spotting and finishing departments. I estimate that these savings will more than pay for our new washer extractor cleaning equipment.

Your field representative, Phil Dantzker, should be commended for his helpful assistance and cooperation at all times.

May Street & Co. continue to raise the art of dry cleaning to a higher and higher level.

Sincerely Yours,  
Battiston Dry Cleaning Service

*Lino J. Battiston*  
Lino J. Battiston

Member of National Institute of Dyers and Cleaners

After using a 4% solution  
of Formula 886  
with conductivity control  
in his Washex equipment  
Mr. Lino J. Battiston states:

"If I had been told,  
two short years ago,  
that I would be able  
to go through a  
summer such as this  
with half of one  
percent wet cleaning,  
I would have believed  
it impossible."

"...these savings will more than pay for  
our new washer extractor cleaning equipment."

## Milwaukee's famous Spic & Span Cleaners report on **Street's Conductivity Control**

*Ed Miller writes: "The 'research bugs' have now been eliminated and the dry cleaner who is progressive minded, has the advantage of a comparatively simple installation to by-pass his old method with its many stages of lack of uniform results, now that the conductivity controls 'are here'."*

**SPIC & SPAN**  
Dry Cleaners

① STORE AND PLANT 1616 E. NORTH AVE. ② STORE AND GENERAL OFFICE 833 N. VAN BUREN ST., MILWAUKEE

September 17, 1953.

Mr. Paul Warren, President,  
R. R. Street & Company,  
561 W. Monroe Street,  
Chicago 6, Illinois.

Dear Paul:

At long last, we have completed our installation of the complete electrical conductivity controls on all of our washers with the two-bath system operating on the 4% solution using your formula "aaa" with our extraction rinse.

Although we were one of the first to experiment with extraction rinse and the two-bath system, the many difficulties encountered on the way, have been well worth the effort. The "research bugs" have now been eliminated and the dry cleaner who is progressive minded, has the advantage of a comparatively simple installation to by-pass his old method with its many stages of lack of uniform results, now that the conductivity controls "are here."

We have just passed through our largest trouser season and without our revamped dry cleaning set-up, we would have been in for a really rough time in our wet-cleaning department, and consequently the attendant finishing necessary.

Needless to say, we are very happy to be among those who have been loyal to your company these many years and it gives us a great deal of satisfaction to know that we have been on the "band wagon" with you during this development of the most automatic mechanical quality dry cleaning yet known in the dry cleaning field.

Incidentally, it would be unfair to comment here, without expressing gracious appreciation to Kate, Joe and Jim in our working out the "kinks". We are grateful to all of you and you may be assured of our continued cooperation with your organization in its further technical development for the welfare of the industry.

With kindest personal greetings from Harry and myself, we remain,

Cordially yours,

SPIC & SPAN CLEANERS

By *E. J. Miller*  
E. J. Miller, President.

The entrance into Milwaukee some years ago by Spic and Span's Ed Miller and his colleague, Harry Plous, was almost as spectacular as 1953's Milwaukee invasion by the former Boston Braves. Pioneering in every new technical development that would produce finer quality cleaning and better service to the customer, Spic and Span has consistently backed it up with alert merchandising.

This meticulous attention to cleaning room operations complemented by a skillfully conducted program of advertising, sales promotion and public relations has resulted in spiralling sales. Today Spic and Span, Wisconsin's largest dry cleaner, is among the nation's leaders.

Throughout the years, Spic and Span has been in the forefront, supporting all worthy research projects which might benefit the industry. Coming from a plant with this background, the accompanying endorsement of conductivity control should be of unusual interest to all operators of conventional petroleum equipment.

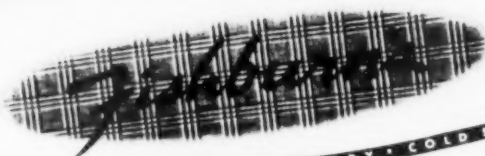
R. R. STREET & CO., INC.

561 W. Monroe St., Chicago 6, U.S.A.

Copyright 1953 S886-73

One of the most famous names in Texas writes on conductivity control

**"Our entire organization and also the public has gained much by your efforts."**



VERNETT SLATER, FIRST VICE PRESIDENT

3200 ROSS AVE  
DALLAS 1, TEXAS  
PHONE UNION 6-4101

September 5, 1953

Mr. Paul V. Warren  
561 West Monroe Street  
Chicago 6, Illinois

Dear Mr. Warren,

It is seldom that flowers are passed on to the living in the service industry and I imagine the same thing holds true in the detergent field. We, here at Fishburn's, think that R. R. Street has done such a remarkable job for the cleaning industry as a whole, that you should be most highly praised.

We have been using your detergents for the past ten years. When you came out with 886 and the two bath system two years ago, we placed it in our cleaning room with excellent results using a 3% solution. This spring we installed four Truclen automatic machines with your automatic conductivity controls. It is the first time that we have been able to give completely uniform loads to the spotting department. Using a 4% solution we have been able to reduce our wet cleaning materially. Our entire organization and also the public has gained much by your efforts.

Cordially yours,

*Vernett Slater*  
Vernett Slater

P.S. This may be quoted.

VBS/cl

Old-time dry cleaners have associated Fishburn's of Dallas with the finest in drycleaning for the past quarter century. But Fishburn's refuses to rest on past laurels. Alert to the possibilities of two-bath operation, Fishburn's installed four American Truclens and added Street's Conductivity Control Units to each. The accompanying letter reports a material reduction in wet cleaning while using 4% 886 in this modern equipment.

R. R. STREET & CO., INC.



561 West Monroe Street  
Chicago 6, U.S.A.

Copyright 1953 1886-67

# One of the largest top-quality plants in St. Louis reports on Street's Conductivity Control

In May of 1953, after recognizing the tremendous possibilities in the two-bath method, Mr. Diener provided for a volatile rinse following the 4% of 886 through the installation of Street's extractor-rinse apparatus. The addition of three of Street's Conductivity Control Units then produced uniformity from batch to batch never before considered possible.

## Nu-Way Cleaners

All Wool Garments Moleproofed

210 S. Hanley Road

## QUALITY DRY CLEANING

Specializing in Slip Covers, Drapes and Furs

St. Louis 5, Mo.

CAbany 0800

Sept. 11, 1953.

Mr. C.B. Kasson,  
R.R. Street & Co.,  
561 W. Monroe St.,  
Chicago, Ill.

Dear Kass:

As you undoubtedly know we were changed over to 4 % Strong S8ap solution last May, and I want you to know the results we have obtained in our plant.

Our dollar volume averages \$7000.00 per week through the year and we have made very substantial savings in every Dept.

Our pass ups in wool and silks are up over 200%. Our silk re-runs are just 10% of what they formerly were.

We cannot even keep our 1 wet washer busy so we have him doing wall boards and furniture cleaning. We have eliminated a spotter and our silk finishing cost is down 12% due to less wet cleaning.

Your automatic conductivity controls eliminates all guess work as far as moisture is concerned and honestly in my 25 years experience in the dry cleaning business I did not think it possible to turn out such beautiful dry cleaning.

I sincerely want to thank Harvey Fritchard for spending his time in the chemical room until he was sure the operation was correct, and I heartily endorse your 886 soap to every plant in town.

endorse

Sincerely yours,

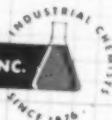
Jack Diener

President

"...eliminates all guesswork

as far as moisture is concerned..."

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.



# A second conductivity unit going into one of Chicago's most progressive plants

The Woodlawn Cleaners is recognized as one of the outstanding retail plants in the Chicago district. Under the able management of brothers Leo and Bill Kushner, this plant, which operates two large 300# Washex combination washer-extractors, was among the first to install a booster fan for tumblers; filtered air for tumblers; automatic temperature controls for tumblers; solvent coolers; automatic air release valves for filters; automatic timers and signals; and other improvements to make Woodlawn's cleaning room modern in every respect.

## THE WOODLAWN CLEANERS & DYERS, INC.

PLANT 2215 EAST 75th STREET, CHICAGO 49, ILLINOIS  
PHONE RAport 1 1700

### BRANCH STORES

1485 E. MARQUETTE ROAD  
2216 COMMERCIAL AVE.  
1534 E. 83rd STREET  
1726 E. 79th STREET  
2792 E. 83rd STREET  
148 W. 103rd STREET  
2215 E. 85th STREET

September 16, 1953

Mr. Bill Wilburn  
R.R. Street & Co. Inc.  
561 W. Monroe Street  
Chicago 6, Illinois

Dear Bill:

We are now ready to order our second conductivity unit, so arrange for the installation as soon as possible.

After using the first unit during an exceptionally hot and humid summer we are convinced that this device gives us the required safety in introducing water to our system.

As you know, when we started the two-bath method in August of 1951, using 4% of 886 with a separate rinse, we felt that we had made a decided improvement in the efficiency of our cleaning-room operation.

Now, with your automatic electrical control we have the added advantage of uniformity from load to load, regardless of temperature or relative humidity.

I would be pleased to recommend your conductivity control to any of my friends in the cleaning business.

Yours very truly,

WOODLAWN CLEANERS & DYERS, INC.

*Leo Kushner*

Leo Kushner

"...we are convinced that this device gives us the required safety in introducing water to our system."

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

# Conductivity control

IN AMERICA'S  
LARGEST CHAIN  
OF COMPLETE  
PACKAGE PLANTS

## *Swan Super Cleaners*

22 EAST HAMILTON STREET  
COLUMBUS 15, OHIO

August 12, 1953

Mr. Paul Warren, President  
R. R. Street & Co.  
561 W. Monroe St.  
Chicago, Ill.

Dear Mr. Warren:

At the risk of sounding somewhat trite, I can describe Street's Conductivity Control with only one phrase "this is it!"

As you know, we have been using "886" two bath cleaning in seventeen of our "all under one roof" package plants for many months now. Our experience coupled with the aid of Lin Giddings had provided us with what appeared to be a very satisfactory procedure, in fact, it was not until our first automatic conductivity control was installed that we really came to realize how futile our best efforts toward moisture control have been.

We now have seventeen of our package plants using Street's automatic conductivity control. We want you to know without exception this has been enthusiastically received by all of our cleaners, and ranks as one of the outstanding improvements in the dry cleaning industry.

You and your staff are to be congratulated on your research developments. If use of this letter as an endorsement, should be desired by you, please feel free to do so.

Very truly yours

*Andre Gelpi*

Andre Gelpi  
President

AG/jb

17 separate plants  
under one management,  
operating 17 Detrex  
machines, all converted  
to two-bath and  
all equipped with  
STREET'S CONDUCTIVITY  
CONTROL UNITS.

"...enthusiastically  
received by all of  
our cleaners,..."

"...ranks as one  
of the outstanding  
improvements in  
the dry cleaning  
industry."

R. R. STREET & CO., INC.



561 W. Monroe St.  
Chicago 6, U.S.A.

**President of famous Indianapolis plant says  
"R. R. Street & Company's Automatic Conductivity  
Control Unit with 4% 886 two-bath cleaning  
method has started a new era in our industry."**

PLANT  
AND OFFICE  
3216 N. KEYSTONE AVE.

*a. c. Demaree, Inc.*

"Exclusive Customer Service"

3216 NORTH KEYSTONE AVENUE

Indianapolis 20

P. O. BOX 4042

BRANCH  
3216 COLLEGE AVE.

August 18, 1953

R. R. Street & Co. Inc.  
561 W. Monroe St.  
Chicago 6, Ill.

Attn. Mr. F. V. Warren, Pres.

Dear Mr. Warren:

I would like to express my thanks to you and your organization, for all the wonderful things that you have done for the dry cleaning industry.

Two years ago when we started using 886, we felt that there was little room for improvement. After all we had eliminated most of our spotting and wetcleaning with 4% 886 in our two 100# Washex washer-extractors.

We soon realized, however, the need for controlling the amount of moisture that we had in the 4% 886 soap solution. Although every load was better than any that we had ever cleaned prior to the two-bath method, some loads were much better than others, and the desire to produce the highest quality on every load, lead us to put additional faith in R. R. Street & Co. which resulted in the installation of your latest milestone in the dry cleaning industry, the Automatic Conductivity Control Unit.

This control has all but eliminated our wetcleans, has removed the slightest doubt as to how much moisture to add, insured the highest quality of cleaning, load after load, regardless of the relative humidity, and for the first summer season, we have had no wrinkles.

Our classification is the same, for we have realized the necessity of lengthening the running times on hard to clean items such as summer slacks, shirts, and rainwear. By adding from 5 to 15 minutes to the soap filtration cycle for such items, we have more than saved the additional time by cutting the work required after removing them from the tumbler. This additional time is of no consequence during the slow summer months, and this is when the hard to clean classifications predominate.

R. R. Street & Company's Automatic Conductivity Control Unit with 4% 886 two-bath cleaning method has started a new era in our industry.

So once again, we of Demarees say thank you.

You have my permission to use this letter in any manner you wish, may it help other cleaners find the ultimate in their plants.

Cordially,

W. F. Dismore, Pres.

*W. F. Dismore*

TELEPHONE: BROADWAY 2401

"Good Clothes Deserve"

This endorsement from one of the mid-west's best known operators will be of unusual interest to his host of friends and associates.

For some time Mr. Dismore has produced outstanding quality while using 4% 886 in his Washex combination washer-extractors.

The addition of conductivity control has insured optimum uniformity in the cleaning of each load, regardless of relative humidity.

"...has all but eliminated our wetcleans,"

"...for the first summer season, we have had no wrinkles."



COMPLETE SHIRT LAUNDRY in drycleaning plant owned by Larry Brandes of Westport, Connecticut, occupies 10-by-25-foot area. Equipment consists of two 25-pound washers; a 20-inch extractor and a 2-girl, three-press shirt finishing unit. Shirts are machine-marked and the marking table also serves as the assembly and wrapping station. Metal table located near washers is used for wetcleaning

## Layout and Equipment

Selection and placement based on plant  
workflow, production and quality wanted

by HENRY MOZDZER

LAST MONTH we discussed the preliminary planning and basic rules for establishing efficient workflow and balanced production in the drycleaner's proposed shirt laundry. In this chapter we will cover specific items of equipment which make up the shirt laundry and, where possible, indicate their relative position to each other in the plant. Following the work through the plant in normal sequence, we begin in

### The Marking Department

The marking department should be located as close as possible to the greatest source of work. If most of the work comes in over the front counter, then the marking area should logically be situated between the store and the washers. By the same token, if the operation is heavily pickup-and-delivery and the work is brought in somewhere other than the front office, then the marking area should be between the washers and the unloading zone. In this way the task of carrying the work will be lessened and the marking process speeded.

A table serves as the basic unit of equipment for this department. Its height and size will depend somewhat on the marking system employed.

There are two basic methods of identifying soiled laundry: full identification and partial identification. Described briefly, in the former each and every shirt is marked. In the latter, shirts are identified only by groups. For the small shirt laundry, where the average customer turns in only a few shirts a week, the full identification is deemed best since fewer mistakes are likely to result.

Here are some of the common systems used to keep track of customers' items:

**Key-bar system:** Provides specially constructed pins having a metal extension which is cut out so that the pins will slide on to the one and only bar reserved for a given bundle. There are approximately 50 such pins on each bar, each pin bearing the same number. This system helps to prevent mixups in assembling orders because of the keyhole arrangement which prevents slid-



# Pantex

**wins  
again!**

New  
Hydro-Air Power  
Unit Paper  
Awarded  
Top Honors



# Pantex

MANUFACTURING CORPORATION  
PAWTUCKET, RHODE ISLAND

## Nationwide Contest Draws Hundreds of Entries

*The* Pantex Hydro-Air Power Unit, as described in a paper by Frank Lornitzo, Pantex Development Engineer, took top honors recently in a nation-wide contest sponsored by APPLIED HYDRAULICS. The contest was open to all phases of both hydraulic and pneumatic components, systems, and assemblies and even included not only design and application but maintenance as well.

### Winner Announced October 1st

The title of the winning paper by Pantex was "New Hydro-Air Power Unit Offers More Speed, Force, Control" and it covered, in complete detail, all the advantages of a press that was equipped with the new Hydro-Air Power Unit. That Pantex was awarded First Prize in a contest that included practically every type of equipment that could utilize *either hydraulic or pneumatic power* is not only an outstanding tribute to Pantex engineering but definite recognition of the type of advanced design and successful operation that has made Pantex an acknowledged leader in both laundry and drycleaning presses.

### New Hydro-Air Power Unit Sweeping Allied Industries

Latest sales figures give definite proof that shop performance of the new Hydro-Air Power Unit justifies the judges' opinion also. Wherever speed, quality finished drycleaning and fast, easy operation are important in new press purchases, the new Pantex Hydro-Air Press is being given first consideration.

*Complete details of the new Pantex Hydro-Air Drycleaning Press are available on direct request to Pantex or any Pantex Regional Office or Distributor.*

ing a pin from one order on to the bar for another order. This system can be used for full or partial identification.

**Ultraviolet:** A method of machine-stamping individual pieces with ink invisible in normal lighting, but visible under violet-ray. It is used solely for full identification.

**Pin-and-net system:** Provides a canvas "tray" or "carrier" with grommets in which are inserted large pins, each bearing the same number. It is used for identifying items which are netted after classification. (To prevent excessive wear in washer and extractor operations, some plants make a practice of netting all loads.)

**Clip system:** A method of full identification in which a metal clip bearing a number is attached by machine to each piece in the order. These clips must be removed at assembly by special machine.

**Premarked tags:** A method of full identification employing numbered, water-resistant tags which are stapled to individual items.

**Machine mark:** Full identification in which each piece is stamped with a number assigned to the customer. This is done by machine in indelible ink.

**Pen-and-ink mark:** Perhaps the basic method of identification. Is the same as machine mark except that marking is done by hand with pen and ink.

As the items are marked, the operator also separates them into various classifications. There are three classifications used by most shirt laundries: starch, no-starch and fugitives. They are best separated by netting in different colored nets. Hence, the marking department should be provided with an adequate supply of these. Once the shirts are marked and classified they are moved to

### The Washroom

The washroom should be located close by the identification department and not too far from the power plant so that hot- and cold-water pipes, steam and power connections may be installed at low cost. But sufficient space should be allowed between equipment and walls to facilitate maintenance. Attention should also be given to the removal of waste water, making sure that the outlets to the sewer are large enough for proper drainage.

The types of washers are too numerous to be given individual consideration here. Broadly speaking they are either end-loaded or side-loaded. Both types are used by the industry and both have their advantages as well as disadvantages.

The most popular type in small shirt laundry operations seems to be the open-end model. These are generally equipped with a glass door which makes a visual check on the progress of the work possible. Another and perhaps more legitimate reason for their wide use is the fact that they are available in smaller sizes than are the side-loading washers.

Among the more specific factors to consider in selecting a washer are: ease of loading and unloading; rapidity of filling and dumping, and the amount of labor required to control and add supplies.

Laundry machinery companies have developed some excellent mechanical devices for washroom control. These automatic systems mix supplies, control water levels, rinse, regulate temperatures, discharge and complete washer cycles. An additional investment in these controls can save labor, time and supplies, and eliminate errors. You may have to choose between such controls and tying up an operator full time in the washroom.

Washers are equipped with reversing motors for at least two reasons. Reversing the rotation increases agitation and prevents tangling the contents of the wheel.

The size and type of washer you select will depend on the amount of work to be done and the way it is to be handled. Since, as we have mentioned earlier, separation is made between white and fugitive items some cleaners prefer to have two small washers on hand—one for each classification. Others get by with one, saving the fugitives for the final run of the day or, if there are many of them, at frequent intervals during the day.

### Open-End Washers

Manufacturers' rated capacity in dry pounds of clothes

Diam. of Wheel	Length or Depth of Wheel												
	13"	14"	15"	16"	18"	20"	22"	24"	25"	26"	28"	32"	42"
20"	..	..	..	..	..	15	..	..	..	..	..	..	..
22"	..	..	..	..	..	..	..	25	..	..	..	..	..
27"	..	..	20	..	..	..	..	..	..	..	..	..	..
28"	18	..	..	25	..	..	..	..	..	..	..	..	..
30"	..	25	30	..	35	..	..	..	..	..	50	55	60
32"	..	..	..	..	..	..	..	50	..	..	..	..	..
34"	..	..	..	..	..	..	..	60	..	..	..	..	..
36"	..	..	..	35	50	..	60	60	..	75	..	..	..
42"	..	..	..	..	..	..	..	100	..	100	..	..	..

An advantage of two washers is that the work can be staggered. One washer may be kept in operation while the other is being loaded or unloaded.

Where space is at a premium, twin-cylinder washers may be obtained. The cylinders can be operated separately or together as desired. The work load is the same as for two individual washers of the same size. But since the twin cylinders are mounted side by side on a single base, the unit is less expensive and occupies less floor space.

Once the washing cycle is completed, the shirts are moved to the extractor. The extractor should therefore be located close by the washer unit.

Extractors come in various sizes and are measured by their basket diameter. Basket speeds are computed in revolutions per minute. Generally speaking, the smaller the load, the more revolutions and the faster the drying cycle. An efficient extractor should remove roughly 70 percent of the water in the load. You can check this by weighing the load before and after extraction. When the amount of moisture retained in the load reaches 50 percent of the load's dry weight, it is no longer economically feasible to continue the extracting operation.

Here are some points to watch for when extractor installation is being made:

1. Adequate provision should be made for the drainage of waste water.
2. The extractor should be level in all directions and should be bolted to the floor. Shim if necessary.
3. Many mechanics do not realize that an extractor motor draws very high current for extended periods of time during starting. It is therefore necessary to use much larger wire and line fuses than on average motor appliances. If the supply line is to be run more than 50 feet, use the next larger wire size.
4. If the extractor is installed on a wooden or composite floor, an electrical ground is mandatory. Run a ground wire from the lug on the motor to a steam or water pipe and attach with a grounding strap.

[The above should not be confused with the static

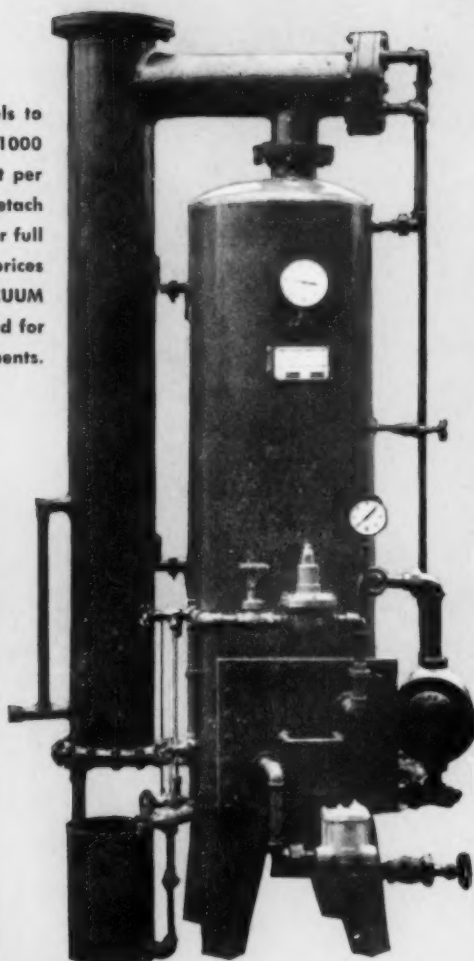
# NEW FACTS

## about an old favorite!

Why today, more than ever,  
you need the fast, heavy-duty  
reclamation of an

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deliver from 50 to 1000  
gallons of solvent per  
hour at low cost. Detach  
and mail card for full  
specifications and prices  
on the **OLSON VACUUM**  
**STILL** best suited for  
your requirements.



The "Charged" process is here—and with  
it new demands for faster, more frequent and  
more efficient distillation.

Will your present Still be able to meet this  
challenge and fit into the pace of things . . .  
or will it clog and stall the entire system?

If it's an **OLSON STILL** you have nothing to  
worry about. Designed with the foresight that's an  
**OLSON** trade-mark, here is a still that is big enough  
to handle the heaviest loads of residue—without  
trouble. Here is a Still that is built tall to prevent  
boiling over . . . with a large expansion chamber to  
prevent impurities from going over with the  
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floor space and is self operating.

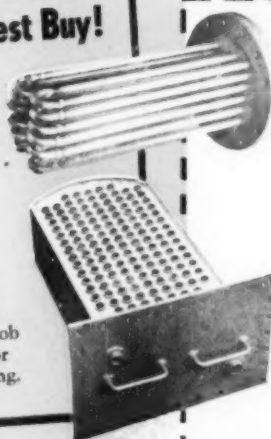
Compare **OLSON** with any Still made . . . not  
only in capacity per hour, but in all important  
statistics such as height, floor space, weight, etc.  
Judge for yourself which Still has **ALL** the  
requirements to do a "man's size" job of  
distillation in your plant . . . and you'll choose  
an **OLSON!**

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### Two More Reasons Why Olson Is Your Best Buy!

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**PRE-HEATER** uses  
outgoing vapors to  
raise solvent tempera-  
ture (*saving steam*) . . .  
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vapors *before* they  
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• Removable **HEAT-  
ING ELEMENT** does  
a remarkable heating job  
. . . slides out easily for  
inspection and cleaning.



Olson Filtration Engineers, Inc.  
1624 No. Kilbourn Ave., Chicago 39, Ill.

Gentlemen:

Send full information and prices on

☐ **OLSON VACUUM STILLS**

☐ **OLSON TUBULAR SCREEN FILTERS**

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# TIME ISN'T ALL YOU SAVE

## WHEN YOU INSTALL AN **OLSON** TUBULAR SCREEN FILTER

Sure, an OLSON is the easiest, quickest filter to clean. Two turns of the valves and the work is done automatically . . . in minutes not hours . . . and without messy scraping. But don't lose sight of the fact that OLSON Tubular Screen Filters also do a dependable, more efficient job of filtration. Whether you use the new "Charged" system or the regular solvent method, OLSON Filters *save you money* in the process!

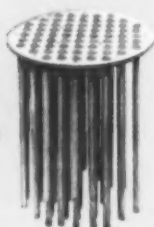
One reason for this unequalled performance is that OLSON, and only OLSON, expands its filtering surface

as the filtering process progresses . . . reducing pressure build-ups and increasing the cycle duration. Then too, because of the uniform, "straight-through" openings of the OLSON screen all filtering is done on the SURFACE of the screen where the filter aid and dirt can be dislodged IN SECONDS!

Further examination of the OLSON Tubular Screen Filter will convince you that here is the one, fine durable filter designed to save you time, trouble and money! Mail the card on the reverse side for full information.

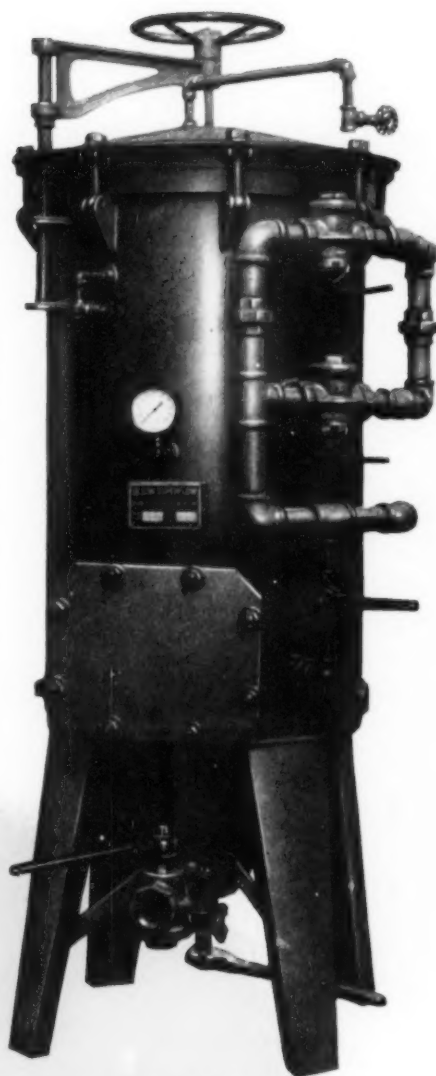
### TUBULAR SCREENS

. . . Specially constructed, suspension mounted screens with UP-FLOW circulation produce virtually BLIND-PROOF operation.



### CONE-TYPE SLUDGE REMOVER

. . . Special agitator loosens mud as BACKWASHING forces it out the cone. The cleaning-out process is done in 2 or 3 minutes without emptying the filter.



Available in 7 sizes to deliver from 1000 to 10,000 gallons per hour.

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Will be Paid  
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**OLSON FILTRATION ENGINEERS, INC.**  
Chicago 39, Ill.  
1624 N. Kilbourn Ave.,

# OLSON

## FILTRATION ENGINEERS, INCORPORATED

*The Oldest Name in*

*Drycleaning Filtration*

1624 No. Kilbourn Ave., Chicago 39, Ill.



## Extractors

Diameter	* R.P.M.	** Dry Load Pounds
15"	1600-1750	10
17"	1500-1700	12-18
20"	1300-1650	25-30
26"	1200-1600	40-55
28"	1100-1400	60-70
30"	1000-1320	70-80

\* Approximate—R.P.M. of similar size extractors of different manufacturers vary.

\*\* Manufacturer's rated capacity.

grounding device with which drycleaning extractors are equipped. The static grounding device merely grounds the basket and spindle to the rest of the machine, so that any static electricity generated will be dissipated to the rest of the machine, and thus grounded to the floor. If a short circuit developed in an extractor mounted to a wooden floor, the charge would not be completely grounded until touched by an operator. It is much safer and very easy to ground the machine beforehand. —Editor]

High washroom costs cannot always be blamed on equipment. But poor washroom control and lack of coordinated schedules can be held to account. So get the right kind and size of equipment and then develop a system to make it work effectively.

Most shirt laundry package units do not include a tumbler. Some cleaners use them, however, because they claim tumbling is essential in removing excess water from and properly conditioning flannel, wool and synthetic sport shirts. None of these, they claim, can be ironed directly from the extractor without becoming stiff and boardy. And improper extraction and no tumbling, they say, is another reason for not obtaining proper time at the presses. Other cleaners have trained their finishing operators to leave shirts made of these materials until last and have reported good results. The volume of shirts made of the aforementioned materials that come into your plant will affect your decision one way or the other.

Tumblers are either gas- or steam-heated and are available in either separate or twin units. The tumbler should be located near the extractor and exhaust ducts should be vented to the outside. If possible, dampers should be provided to prevent steam coils from freezing in cold weather.

It might also be well to mention here that coils, exhaust ducts and lint traps should be cleaned at regular intervals to reduce the fire hazard. And it's wise to check the blades of exhaust fans occasionally. If a blade is out of line, it could rub against the housing and cause a spark, which could easily ignite lint.

A starch cooker rounds out the washroom equipment. This should be located in the proximity of the washer if starching is to be done in the wheel. Most cleaners use only the starch or no-starch classifications rather than bother with separate containers for intermediate degrees of starching. Actually, starch can be cooked in almost any container but it is usually found to be neater and more convenient to use the cooker. More about this in a later chapter. Moving on, we come to

### The Finishing Department

Ideally, the finishing department should be located in the coolest part of the plant; that is, away from the

side of the building which the sun ordinarily heats during the day. This, of course, is not always practical. The availability of space, present layout, and the location of the building itself must be considered first.

The important thing is to place the finishing equipment so that adequate ventilation can be provided. Try to avoid dead-air pockets. Too many cleaners ignore the fact that blank corners are notorious for trapping dead air. If it's absolutely necessary to put a unit in such a location place a fan there to keep the air in motion. Tests have proved that air in motion feels cooler than stagnant air of the same temperature. But avoid the other extreme. Many operators would rather have no air than be subjected to a steady draft.

## TYPICAL FINISHING UNITS

	Cuff	Collar	Yoke	Body	Bosom	Gusset	2-lay sleeve	Cabinet sleeve	Sleeve form	Production (40-hr. wk.) Mins. rating	Floor Space (sq. ft.)
2-girl 3-press	■	■	■	■	■	■	■	■	■	✓ 2000-2400	115
	■	■	■	■	■	■	■	■	■	2000-2400	100
2-girl 4-press	■	■	■	■	■	■	■	■	■	2000-2400	130
3-girl 4-press	■	■	■	■	■	■	■	■	■	✓ 3000-3600	145
	■	■	■	■	■	■	■	■	■	4800-6000*	205
3-girl 6-press	■	■	■	■	■	■	■	■	■	4800-5200	155
	■	■	■	■	■	■	■	■	■	4000-4800*	155
4-girl 5-press	■	■	■	■	■	■	■	■	■	✓ 4800-5600	160

\* with automatic folder

BLOCKS INDICATE presses and their function in each unit. Innumerable combinations can be made by either adding or subtracting operators or equipment. For example: The first 2-girl three-press unit can readily be converted to a four-press unit by adding either a two-lay sleeve press or a one-lay sleeve cabinet

Pressing equipment comes in just about as many sizes, shapes and varieties as the girls who operate it. And each has its adherents who prefer it for one reason or another. Why don't they build just one machine? Well, as one equipment manufacturer puts it:

"It might be possible to design one machine which would completely iron all portions of a shirt at one operation, but very likely such a machine would, in the first place, be very complicated and expensive, especially if it were required that all sizes of shirts be finished on the one machine, and also if complete overlap ironing on all portions of the garment was a must. . . . The general trend in design of shirt finishing units is to reduce the number of lays required, while at the same time simplifying these lays."

A complete report of the various advantages and disadvantages of 2-, 3- and 4-girl shirt finishing units could be expanded to fill a small book.

The most important points to remember when purchasing this equipment are: (a) How much work can the unit be expected to produce? (b) What is the quality of the work? Will extra time be required for touch-ups? (c) Can the unit be enlarged with minor change-

(Continued on page 94)

# **Adco's** customers are the finest dry cleaners in America— **WHO IS RECOGNIZED AS THE FINEST CLEANER IN YOUR CITY?**

The chances are the cleaner who is doing the top quality job and making the most money on his investment is the cleaner who is not only using Adco products today but has used them throughout the life of his business. Adco's enviable position as supplier of the world's finest dry cleaning products DIRECT FROM ADCO'S FACTORY to the world's finest dry cleaners has come about through 46 years of manufacturing up to the highest peak of quality, rather than down to a price.

**ADCO'S POLICY OF FACTORY-FRESH PRODUCTS DIRECT TO YOU...NO MIDDLE MAN TO PAY...MEANS EXTRA DOLLARS OF QUALITY IN EVERY BARREL YOU PURCHASE.**

## **VERY IMPORTANT!**

Check with your Adco field technician for the very latest method of recording SOLVENT HUMIDITY in conjunction with automatic SOLVENT TEMPERATURE CONTROL ...the answer to TOP QUALITY CLEANING every load!



The Adco girl is wearing a Howard Greer Original\* cleaned with the Dri-Sheen Process. The Dri-Sheen Process is the world's most widely used charged system method of cleaning. Dri-Sheen can be used in any percentage from  $\frac{1}{4}\%$  to 4%. To have one of Adco's 52 trained

drycleaning engineers demonstrate the Dri-Sheen Process in your own plant at no cost to you.

NEW LIGHT-COLORED

# DRI-SHEEN PROCESS

*Food for Fabrics*

\*Courtesy of Scruggs Vanderweert Barney, St. Louis 1, Mo.

call, wire or write **Adco, INC.**, Manufacturing Chemists Since 1908, Sedalia, Mo., U.S.A.

(Continued from page 91)  
overs? (d) How much room or floor space does it require? (e) Can the operator readily learn how to use it properly?

Up to this point we have only touched briefly on the subject of speed as an influencing factor in purchasing equipment. The subject is open to controversy. One school holds that as speed in production is increased, the quality of the work automatically suffers. Adherents of this belief point out that they discourage speed-up methods or equipment in their own plants for that very reason. The other school maintains that higher production means lower productive costs. According to this school quality—beyond a certain point—becomes a matter of personal opinion.

Some believe also that quality is subject to geographical differences. Yet others who travel to all parts of the country and visit hundreds of plants are likely to confess that, in general, shirts are shirts and look pretty much the same everywhere.

We can only add that your customer will be the final judge. Every effort should be made to give him a little more, quality-wise and service-wise, than he expects or than he gets at other shirt laundering plants.

Customers are understandably aggrieved when their shirts come back torn or lacking buttons. There will be inevitable oversights but the cleaner should do his utmost to limit these gripes to a minimum. Actually, very few shirts require extensive repairs. The few that do can be sent to the drycleaning repair department.

A button-sewing machine is often incorporated into the finishing unit to replace missing buttons quickly. It is a simple operation and does not upset the tempo of the unit excessively. The cuff-and-bosom press operators are usually charged with this function.

As the shirts are finished they are passed to the folder. (The volume of shirts handled will determine whether an additional investment should be made in an automatic folding table.) Once folded and inspected the shirts are moved to

#### The Assembly Department

The assembly department sorts and wraps shirts in individual customer bundles. It should be located near the storage area from which work will finally be removed from the plant. Equipment here will consist of a wrapping table and an adequate number of sorting bins. The bins may be either wood or metal. Which-ever type is used they should be kept clean to prevent possible soiling of finished shirts. Wire racks are often favored, since they collect only a negligible amount of dust. Should you decide on these, make certain that the metal used is not of the type that will rust readily.

It should, of course, be understood that no two plants are exactly alike. What may be described here as an ideal arrangement may not be practical in your plant under actual working conditions. # #

**WE DON'T PROMISE**  
Profits  **by the wheelbarrow-load!**

*But* **PRE-MARKED STRIP-TAGS**

will multiply your profits  
by cutting marking and checking costs to **50%**

**Say "Goodbye" to**

- Transposed Numbers
- Ink-stains - Damage
- Garment Loss Claims
- Illegible Numbers ● Eye-strain
- Messy Pads and Machines

**10**  
Bright  
Colors!  
Lot (unit)  
numbers  
**1 to 40** in ea. color. **400 COLOR-NUMBER COMBINATIONS**

**\$3<sup>50</sup>** Box (colors) ★ **\$3<sup>30</sup>** Box (white)

**6 Tags to the strip - 1,000 Strips to the Box,** numbered 001 to 1,000

**ALSO- don't forget** **TOKEN TAGS** FOR SPECIAL- INSTRUCTIONS

**6-VIVID COLORS**, one for each Department ★ **20-Separate Instructions**

*Let TOKEN TAGS do it right-the first time!*

**For best results, use both tags together!**

*Consult your Distributor.....or write to:*

**PRE-MARKED STRIP TAG CO.** 3232 India, San Diego, Calif...P. O. Box 2430

In next month's installment  
we will discuss washing proce-  
dures.—EDITOR



# Shell Solvent 140

*...A 140 flash dry cleaning solvent*

**Approved and listed by The National Institute of Drycleaning**  
Listed with Underwriters Re-Examination Service

**SHELL OIL COMPANY**

50 WEST 50th STREET, NEW YORK 20, NEW YORK





PENTHOUSE and ventilation ducts are all that show above-ground. Chimney affairs at rear (height was stipulated by state law) are connected to vacuum table and cleaning drum

## New Fur Vault on Main Line

Heavy advertising push gets new sideline off to fast start, protects big investment

by PHIL GREENE

"THE PEOPLE SEEMED to be just waiting for it," is how Michael Letteriello described customer reaction to A. Talone's spanking new fur vault in Ardmore, Pennsylvania. "I've never seen anything like it. Just today we got five orders for remodeling, and the furriers in Philadelphia are sitting around playing cards."

Mike is Talone's furrier, and his enthusiasm is shared by Andrew Talone, senior partner in the long-established drycleaning firm. The vault's capacity is 7,000 coats, and it was finished on April 10. In its first spring and summer season 2,500 coats came in, or a little better than a third of the vault's capacity. This is an excellent showing, especially when you consider that spring promotion could not be started until the vault was finished.

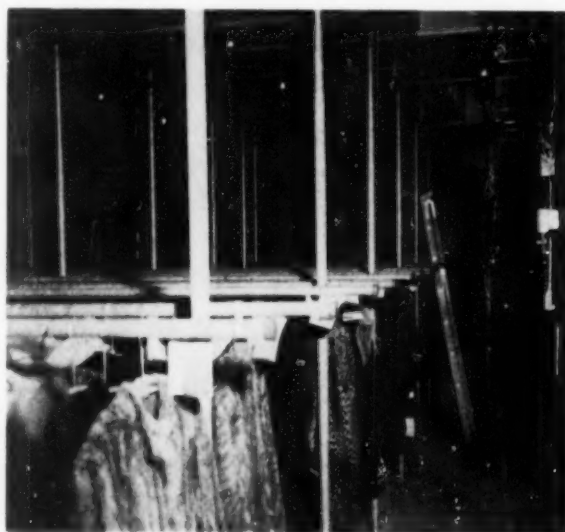
### Fills Local Demand

Talone's had been accepting storage work and farming it out for 58 years, but until property became available in June 1952 there had hardly been room for the growing drycleaning operation, much less a vault. The Talone plant and store are housed in two buildings which front on Lancaster Avenue and extend back a considerable distance. When a parcel of land, including a house, adjoining the plant property but fronting on a side street became available, the Talones saw a chance to build an underground vault, tear down the house for sizable access to the side street, and build a parking lot above the vault.

In October, or \$15,000 later, the property was acquired and the old house torn down.

On April 10, an additional \$60,000 later, the new vault was open for business.

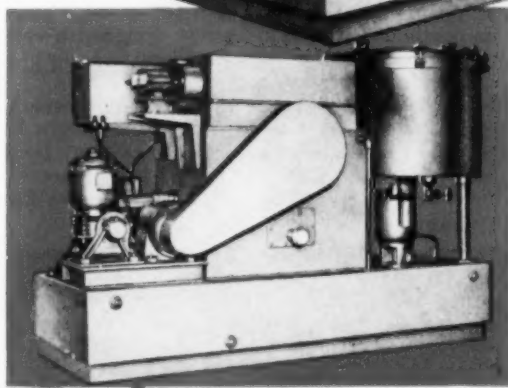
Except for one other small vault, Talone's is the only vault and fur workroom in the Main Line section, which extends from Philadelphia to Paoli, some 25 or 30 miles to the west. The towns along this route are the cream of Philadelphia's suburbs, and certainly represented a fertile market for a fur storage installation. Andy Talone figured that most of the Main Line fur



TWO-TIERED vault racks hold 7,000 garments. Every customer has a standing invitation to view the new facilities

# THE COLUMBIA ONE HUNDRED PERCHLORETHYLENE UNIT

*It's Automatic!*



REAR VIEW  
OF UNIT

Built like a battleship... runs like a watch... the new One Hundred Dry Cleaning Machine has what it takes to build business and profits. It's automatic... four loads, 100 lbs. or more per hour! The COLUMBIA gives you production with top performance and has the extras you need... 125 gallon solvent storage capacity... 2100 gallon Hopkins filter... heavy duty motors AND the sensational COLUMBIA atmospheric Still with an additional 90 gallon storage capacity. Write today for the complete story on the equipment cleaners agree is: "Designed with the Cleaner's Profit in Mind".

- GENTLE, POSITIVE RAISE-DROP-SQUEEZE WASHING ACTION FOR PERFECT CLEANING
- CONTINUOUSLY FILTERED SOLVENT CAPTURES SOIL AS IT'S REMOVED FROM GARMENTS
- WASHES, DRAINS, EXTRACTS, TRAPS BUTTONS AND REMOVES LINT AUTOMATICALLY
- HIGH CAPACITY STILL WITH 90 GALLONS EXTRA STORAGE CAPACITY STANDARD EQUIPMENT
- HEAVY DUTY MOTORS FOR MAXIMUM OPERATING EFFICIENCY AND FREEDOM FROM TROUBLE
- FULLY GUARANTEED AND SOLD ON THE EASIEST TERMS IN THE INDUSTRY
- AUTOMATIC CHARGE SYSTEM AVAILABLE

# COLUMBIA

**APPLIANCE CORPORATION**  
47-47 35TH STREET, LONG ISLAND CITY 1, N. Y.

COLUMBIA APPLIANCE CORPORATION  
47-47 35th Street, Long Island City 1, N. Y.

Kindly send me full information on the NEW COLUMBIA ONE HUNDRED.

NAME.....  
ADDRESS.....  
CITY..... ZONE..... STATE.....

# Birth Announcement



business was going to Philadelphia vaults not because the customers wanted it that way but because there was no other place to send it.

To let these people know that completely modern facilities had become available in Ardmore, which is roughly in the middle of the Main Line, Talone spent \$3,000 for advertising this first season. Ads were placed in a wide variety of media to broadcast the news as fast as possible, and to test these media for subsequent advertising. Book matches, direct mail, bundle stickers, newspapers, car cards, billboards, railroad-station posters and truck placards were used. As stated, the first season's response filled more than a third of the vault's capacity.

Construction-wise, the Talones adopted every possible means to make the vault as safe as possible. Andy Talone and Joe Mandes, the firm's maintenance man, visited many vaults before drawing plans for their own. The vault and workroom were designed and contracted by Mr. Mandes. With smoke-detection equipment, a burglar alarm, automatic fire-control apparatus, air conditioning, humidity controls, and completely waterproof

*After 58 years of "farming it out", we take great pride in announcing the completion of our own*

## FUR STORAGE VAULTS

We are now prepared to store your precious furs in our new cold storage fur vaults—the largest, most modern, best equipped vaults on the Main Line. These vaults are constructed of 12 inch thick concrete. They're underground for greater protection. (The "roof" makes a large convenient parking lot for our patrons.)

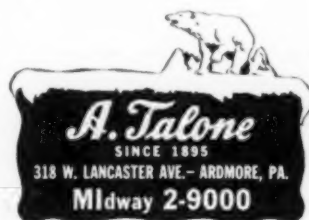
You are invited to inspect these costly new facilities—stop in at any time.

Call Midway 2-9000 and our Bonded Messenger will call for your furs. You get an immediate receipt from the A. Talone messenger.

### MINIMUM RATES

Fur Coats	\$3.00
Fur Trimmed Coats	2.50
Cloth Coats	2.00

2% of your valuation



BRYN MAWR 5-4050

OPENING ANNOUNCEMENT showed baby on front (left) for new arrival. Inside of folder (above) gave details of service

construction, the new facilities have earned the lowest insurance rating.

The vault itself is a 15,000-cubic-foot affair, and the adjoining workroom, with its brand-new and complete fur cleaning and repairing equipment, measures 22 by 24 feet. The vault floor is 16 feet below ground level. Access to the workroom, where the vault door is located, is provided by a long flight of concrete steps within a penthouse. Joe Mandes has designed a conveyor, now being installed, which will carry hung garments up and down the stairs.

Andy Talone was not able to find any agreement among other vault owners as to what return might be expected from such an installation. He has every hope of doubling this spring's volume next season, however, and if business keeps coming the way it has thus far, profits will be assured. # #



REMODELING OFFER was another direct-mail piece used first season



# DRISYN

## the one soap method for two-bath systems!



**FREE TEST KIT:** Drew has developed the most simplified test kit ever offered to the Drycleaning industry. It works on a physical, visual principle—not a color principle. Provided absolutely free with your order for DRISYN.

Whichever two-bath system you use, **DRISYN** will save you soap . . . reduce soap inventory . . . reduce wet cleaning and spotting operations . . . and enhance the brightness and feel of your garments! Here's how it works:

### 1. Self-charging, two-bath, super strong system:

DRISYN regenerates itself automatically because it's used both as a detergent and as a moisture carrier for the moisture stock solution. With DRISYN, you can use a higher ratio water stock at a lower cost than you ever believed was possible.

### 2. Raw water, two-bath super strong system.

DRISYN can carry a higher ratio of water to solvent at a lower cost than any other detergent or combination of detergents. It also enables you to maintain complete control of solvent color and fatty acid level.

*Send for complete details on DRISYN—the most economical and versatile detergent ever developed for any drycleaning system!*



CHEMICAL SPECIALTIES DIVISION

**E. F. DREW & CO., INC.**

15 EAST 26th STREET, NEW YORK 10, N. Y.

CHICAGO PHILADELPHIA BOSTON

## LEGAL DECISIONS

by A. L. H. STREET

### Sunday Pickups Not Necessities

Where only "works of necessity" are permitted under Sunday laws, is the collection of garments for drycleaning or laundering considered in that category?

In spite of the age-old belief that "cleanliness is next to godliness," at least one appellate court has decided that such collections do not fall within the exception in a statute prohibiting the pursuit of one's secular calling on Sunday, to the disturbance of others, "excepting works of necessity." (*State v. Lavoie*, 97 Atl. 566, decided by the New Hampshire Supreme Court.)

(Whether it would be regarded as a "work of necessity" should a cleaner be called upon to press a local clergyman's suit under a Sunday-morning emergency is a question which does not seem to have reached the appellate courts.)

### Retail-Wholesale Relationship

What legal distinctions can be involved when a customer leaves a garment with a so-called "retail" cleaner who turns it over to a "wholesaler" for actual servicing?

The relationship between the patron and the retailer or wholesaler or both, and the relationship between the retailer and the wholesaler depend mainly upon the nature of the transaction between the patron and the retailer.

If the retailer presents himself as a "cleaner and dyer" and a patron leaves a garment with him, believing that he will do the work in his own establishment, no contractual relationship exists between the patron and the wholesaler cleaner to whom the garment may be sent. In that case, sending the garment out is unauthorized by the patron, and the retailer becomes liable for its safety. If the garment is lost while in the wholesaler's custody, the retailer is responsible, whether or not the loss was due to negligence. Then it becomes a matter of settlement between the retailer and the wholesaler, the latter's liability depending upon whether or not the loss or damage was his fault.

If the retailer is clearly the agent of a cleaning plant (or of the customer) and the patron knows or should know that he does not service goods himself, the retailer is considered a *middleman* and is not responsible for loss or damage of a garment when it is in the hands of the wholesaler. What the relationship is actually depends upon the facts of the particular case.

For example, a barber may obviously be the agent of a cleaning establishment, in which case, the cleaner, not the barber, is liable for loss or injury that is not the barber's fault. Fault on the barber's part might consist of choosing an irresponsible cleaner to do his work.

Although a patron might be able to hold the middleman liable, the patron may choose instead to make a claim against the cleaning company. For example, where a dress was delivered for cleaning to a tailor and he sent it out to a cleaner, a New York court decided that the patron could force the company to pay

the amount of any loss it caused, although there was no contractual relationship between the patron of the store and the cleaning company. (*Halbern v. Goldberg*, 175 N. Y. Supp. 474).

Where the middleman has become liable to a patron for loss or damage caused by a cleaner, because the middleman was acting as a retailer and not as an agent, the middleman can force the cleaner to reimburse him. On the other hand, if a cleaner has been compelled to pay a loss or damage claim because of negligence on the part of an agent, that agent can be made to reimburse him for the amount paid.

### Right To Use Adjoining Property

Does a property owner have rights to the use of the driveway and other facilities of adjacent property because of previous use?

In a recent decision (*Monos v. Day Cleaners & Dyers, Inc.*, 108 N. E. 2d 347) the Ohio Court of Appeals declared against the plaintiff on two questions at issue. Monos unsuccessfully contended that, through long use of a driveway on the cleaning company's premises as a means of access to his own property, he had a right to prevent the cleaner from closing the driveway by erecting a building over it. He also unsuccessfully sought to compel the cleaning company to remove so much of a brick building as projected two inches over the boundary line between his and the company's properties.

The driveway was wholly upon the cleaning company's land but adjoined the plaintiff's land and building. He claimed that he and his predecessors in ownership had used the driveway continuously for more than 21 years, and that he thereby acquired a permanent easement [right] to continue the use. The court conceded that if the plaintiff and his predecessors had used the driveway *exclusively* and under an open claim of right to do so for 21 years or longer he would have a fixed right to continue the use under Ohio law. (In some states a shorter period of use would give such right.) But the court pointed out that the cleaning company had also used the driveway for its own purposes. Therefore, the plaintiff never had an exclusive right, and such use as he had had must be regarded as merely permissive and terminable at will.

As to the two-inch encroachment of the cleaner's building upon the plaintiff's land, the court decided that because it had been maintained for more than 21 years without objection the cleaning company had gained ownership of the strip by what is known as "adverse possession" or what laymen call "squatter's rights."

#### INVITATION TO THE READER

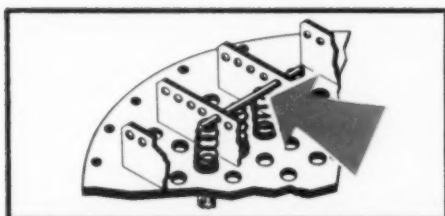
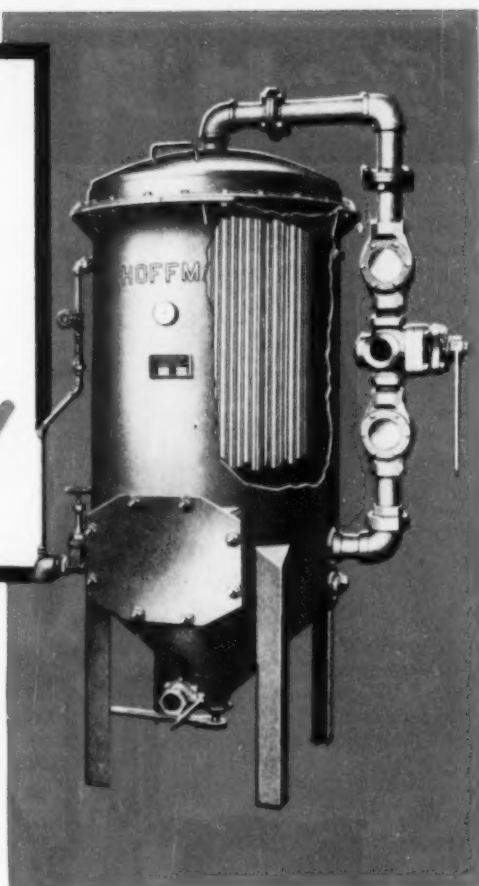
In this department of *THE NATIONAL CLEANER & DYER* Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

just turn one valve  
...this tubular  
**HOFFMAN FILTER**  
*cleans itself!*

- ★ NO MORE SCREEN SCRAPE-DOWNS
- ★ NO MORE DIGGING OUT SOLIDIFIED MUCK
- ★ NO MORE LIDS AND PLATES TO LIFT

6 Sizes — for Capacities from  
1300 to 10,000 gallons per hour



**No By-Pass Leakage — Each Tube  
Held Down by Individual Springs**

Compare! Only the Hoffman Tubular Filter offers you stainless-steel wire mesh tubes that are firmly gasketed and held down in the manifold. Spring compression on each tube prevents up-flow pressure from dislocating tube. All dirty solvent must pass through the tube. No by-pass to contaminate clean solvent. Tubes easily removed for inspection or replacement.

You've never had filter cleaning so *clean*. With this sensational new Hoffman filter, just turning one valve flushes all dirty cake off tubular screens by backwashing. And sludge deposits are automatically pumped out! Think of it! Never again need you lift a lid — scrape a screen — sling a sludge hoe — and mine the muck that forms in your old-style plate filter. This new-design Hoffman turns an every-morning-and-weekend, messy chore into the cleanest, simplest job in your plant. Ask your Hoffman representative for all the exciting details — particularly about the exclusive Hoffman-design features that assure fast, fool-proof filtering unequalled anywhere. Write for Bulletin A-966 today.

TOPS IN VALUE ... SINCE 1905



**Hoffman**

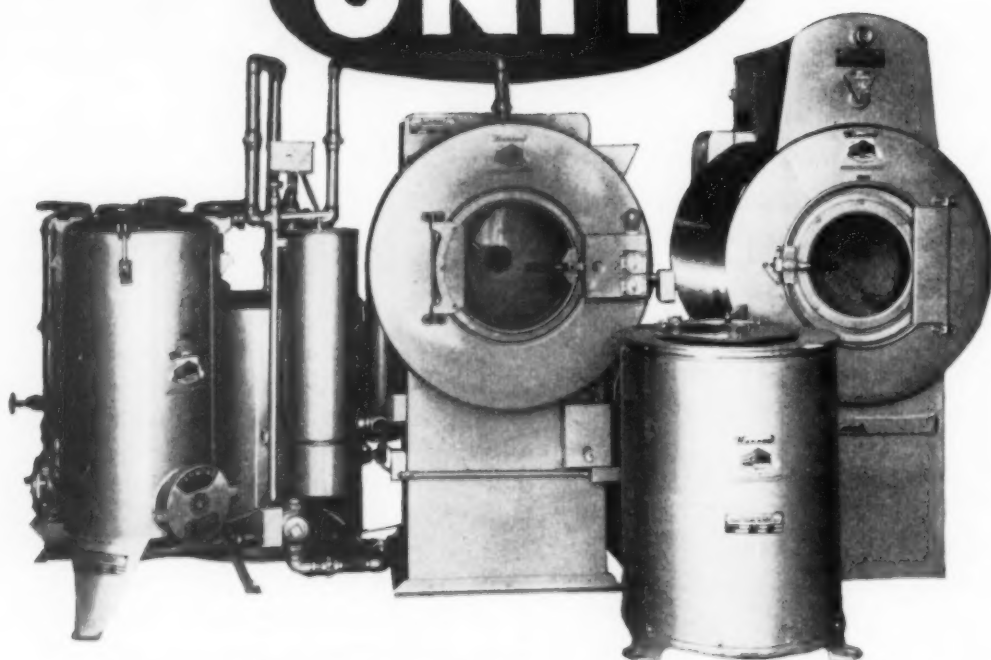


U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

CANADIAN HOFFMAN  
MACHINERY CO., LTD.  
126 DUNDAS ST. W., TORONTO, ONT.

# *the* HAMMOND

# ATOMIC UNIT



The Hammond Atomic Drycleaning Unit now includes the new and more rugged Open end washer and Tumbler that means more speed, greater strength and increased efficiency . . . PLUS the new Floor Level Storage Tank for increased safety. This tank prevents any accidental loss of solvent from system due to overflow of washer during idle period.

Streamline your operations . . . increase profit . . . reduce overhead . . . save floor space, man hours . . . The HAMMOND Atomic Drycleaning Unit is doing just that in thousands of plants all over the world RIGHT NOW! Write today for complete information.



**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.  
HAMMOND BLDG., WACO, TEXAS





## ASSOCIATION NOTES

**Local Elections:** **Hamilton (Ohio)** Dry Cleaners Association elected the following officers at its annual meeting: George Meece, president; Reginald Hershner, vice-president, and Donald L. Mitchell, secretary-treasurer.

The new president of the **Cleveland (Ohio)** Cleaners Institute is Alfio Consolo. Other new officers are: Manuel Shafran, vice-president; Morris Nagel, secretary, and Thomas Connelly, treasurer.

The following members were elected to the board of trustees: Ben Orlove, Milton Levine, John Hayek, Hyman Brown, John Yane, Marvin Ballen, John Smith, Sr., and Jerome Koral.

The election of officers followed an address by O. Wade Clanton, chemist and field representative of E. I. du Pont de Nemours & Co., Wilmington, Del.

# #

**NIRC Activities:** Rug cleaners gathered in Silver Spring, Md., on September 25 and 26 for a weekend management forum sponsored by the National Institute of Rug Cleaning. The subjects covered at the meeting ranged from department store tie-ins, rug retailing, consumer relations and synthetics to rug repairs, public relations, group advertising and cotton carpet cleaning. Tours of neighboring plants in the Washington, D. C., area were added attractions of the meeting.

Col. James W. Rice, NIRC director of research, spotlighted the invasion by synthetic fibers of the rug and carpet industry. He underscored the fact that the industry should pass any information it has on the synthetics to the consumer.

NIRC President Bill Ayers chaired the first day's session. Featured speakers were: T. C. Sperry, Crystal Rug Cleaning Co., Dayton, Ohio; Joseph Nial, Jr., Careful Rug Cleaning Co., Troy, N. Y.; Lloyd Mathieson, Keystone Rug Co., Harrisburg, Pa.; Richard Powell, NIRC executive secretary; Dr. Dorothy Lyle, NID director of consumer education; Mr. and Mrs. Jack Leavitt, Leavitt's, Inc., Hartford, Conn.; Col. Rice; Lawrence Jeppson, director of NIRC public relations; Doris A. Greenwood, D. A. Greenwood Advertising Agency, Chicago, and James M. Evans, chief chemist of General Dyeing Co., Indianapolis.

NIRC is preparing a series of bulletins to boost public relations. The first one available deals with such topics as general purposes of the group, the governing body, services rendered, consumer education, emblem identification, technical bulletins, advertising aids, research, government relations, group insurance and convention and exhibits—in short, what the Institute does for its members.

# #

**Canadians Move:** The Canadian Research Institute of Launderers and Cleaners, Ottawa, has purchased a new building at 456 Montreal Road, 2½ miles east of its old location. The Institute's new home, a two-story building of modern design, is adequate for the erection of a testing plant to prove and improve processes and to pre-test garments for launderability and cleanability.

**News From California:** The California Drycleaners Association sponsored Senate Bill 405, which has been carried through the state legislature. This bill eliminates the need for enclosing *some types* of synthetic plant installations. The State Fire Marshal has issued Bulletin No. 23, which will carry out the new provisions of the law and protect the operator from excessive health hazards.

Members of the association are entitled to use two films on the drycleaning industry. "After the Ball Was Over" has already been used extensively as a program for service clubs, civic clubs and women's clubs. A new film, "Pressing Pleated Pants on a Utility Press," is designed for employee training. The films are available to members at no cost.

# #

**Cleaners Provide Fellowship:** David P. Wallace, Jr., president of Texas Laundry and Dry Cleaning Association, has announced a research fellowship at Texas State College for Women. Funds will be provided for a graduate student to work on problems affecting drycleaning or laundering.

# #

**Local Meetings:** The Associated Retail Dry Cleaners Association, Inc., of **California**, meeting in Fresno, is on record as favoring the establishment of a regulation prohibiting the issuance of licenses for similar enterprises within certain distances of established cleaning and dyeing plants. The group will also seek, if necessary, legislation forcing garment and fabric manufacturers to label their products as to fiber content.

John Gattis presided and Homer Stansbury was in charge of the program of the Qualified Dry Cleaners Association meeting in **Fort Worth, Tex.**, on September 28. The **South Texas Cleaners and Dyers Association, Inc.**, San Antonio, elected Bud Worthington chairman of the program committee and Ray Denison and Mrs. Virginia Nesbit members of the committee.

# #

**New Organizations:** Three drycleaning firms have formed the **Alice (Tex.) Qualified Dry Cleaners Association** as a public service organization to educate the public in the care and upkeep of clothing.

Orville Crossley, Moline, Ill., was elected president of the newly organized **Rock Island County (Ill.) Dry Cleaners Guild**.

Standardizing practices in the cleaning of clothes is the aim of the newly organized **Champaign-Urbana (Ill.) Cleaners Association**. Officers of the group are James Easterbrook, president; Andrew Fedchak, vice-president; Harvey Atchison, secretary-treasurer.

# #

**Connecticut Plans Meeting:** The fall meeting of The Connecticut Launderers & Cleaners Association, Inc., is scheduled for December 4 and 5 at the Hotel Taft, New Haven.  
(Continued on page 106)

# **IT'S IN THE BAG**

**...AND OUTSIDE, TOO!**

**THE EXCLUSIVE FEATURES**

**OF**

## **Adjusta-Form**

**ASSURANCE OF FINEST OF  
FINISHING AT TOP  
SPEED PRODUCTION!**

### **EASIER TO LOAD**

Just try it yourself. Hang the garment over the form, overlap the front edges (no buttoning or cloth sleeves to insert) and close the clamp board. That's all there is to it.

### **MORE SIZE ADJUSTMENTS**

Nothing varies in size more than clothing, especially among women's garments. The patented controls of the Adjusta-Form quickly adjust the bag to any combination of four variables - hips, waist, bust and height. The abundance of steam and air automatically sizes the other two variables of the garment - shoulders and sleeves.

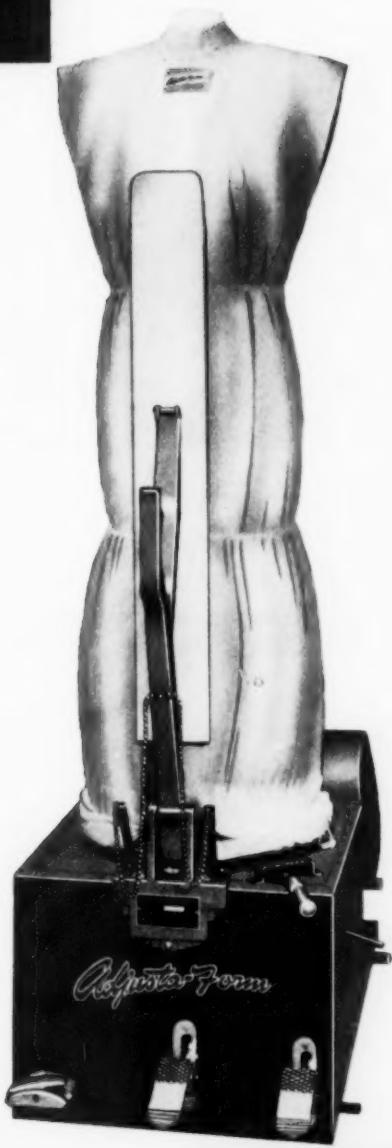
ENGINEERED AND MANUFACTURED BY

## **WICHITA PRECISION TOOL CO., INC.**

**450-E NORTH SENECA**

**WICHITA, KANSAS**

6



## NO CLOTH ARMS TO INSERT

Cloth sleeves are bulky to handle and no single cloth sleeve can possibly meet all the requirements as to size and shape. The Adjusta-Form method of inflating the sleeves with an abundance of steam and air, creates better rolled sleeves.

## UNIQUE PATENTED BAFFLE ARRANGEMENT OF STEAM

Another exclusive feature of the Adjusta-Form. The instant the steam pedal is pressed, the Adjusta-Form is filled with soft, moist steam. Adequate and even steaming increases quality and production. The Adjusta-Form is safe for synthetic fabrics with low fusing qualities.

## SIZE CONTROLS OUTSIDE OF GARMENT

With the patented controls, located outside the garment, all controls are always accessible — never covered by the garment.

## Quality PLUS

With easy size control, faster steaming and finer rolled sleeves, the Adjusta-Form produces more quality garments per operator hour than any other steam air finisher.

MORE

*Adjusta-Forms*

ARE IN OPERATION  
THAN ALL OTHER STEAM-AIR  
FINISHERS COMBINED!



*"Not new...just  
dyed at Almore"*



*Send garments  
for dyeing to...*

**ALMORE  
DYE HOUSE**

*...the dyeing name  
of undying fame*

4412 WENTWORTH AVENUE • CHICAGO 9, ILLINOIS • LEON TEICHNER, PRESIDENT



(Continued from page 103)

**Wyo-Braskans Give Stamps of Approval:** These Westerners have done it again with a clever promotional gimmick! The committee for the Wyo-Braska Drycleaners meeting has pasted a pair of one-cent

stamps on its invitation. According to the invitation, "this pair of stamps may be worth dollars to you"—dollars of worthwhile information gained at the meeting of drycleaners from western Nebraska and eastern Wyoming scheduled for October 18.

## N.I.D. NEWS

**Western Branch Moves:** The Western branch of the National Institute of Drycleaning has moved its garment analysis laboratory to new quarters at 1515 E. Chevy Chase Dr., Glendale, Calif. Brooklyn Harris, Western manager, will be in charge.



**NID Welcomes Launderers and Cleaners:** About 150 laundryowners and drycleaners from the Maryland-District of Columbia-Virginia Laundry Owners Association will attend a one-day instructional session on drycleaning on December 2 at the NID headquarters in Silver Spring, Md.

The following speakers are scheduled: Harold LeRoy, superintendent of the Institute's drycleaning plant; Dr. Dorothy Siegert Lyle, director of consumer relations; George Fulton, director of research, and John Ireland, supervisor of NID's general course instructors. Stuart A. Smith, head of the visiting association, will preside.

##

**New Institute Bulletins:** Supervisory Techniques Bulletin S-11, Number 5 in the NID series, is a round-up on morale. It defines morale and deals with management's and communication's part in morale building.



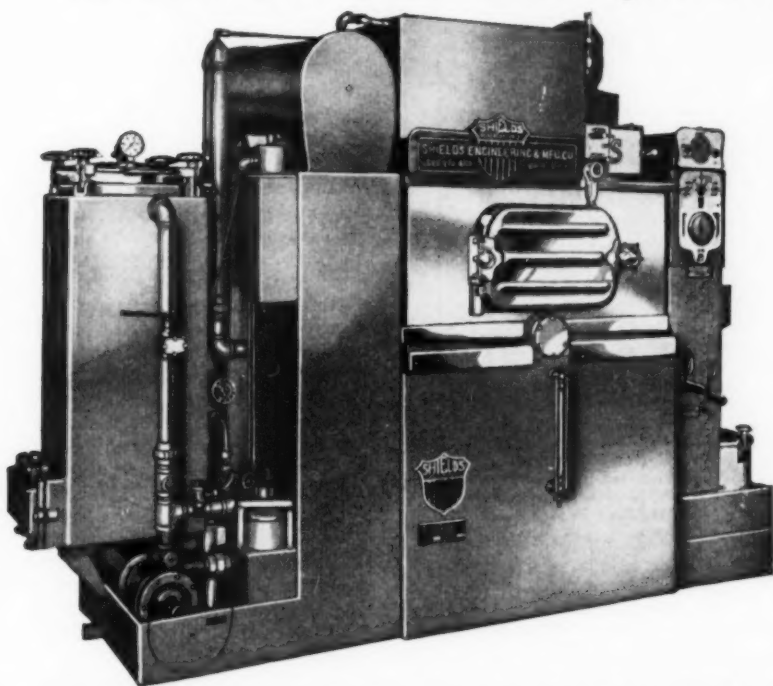
# SHIELDS *synthetic* DRY CLEANER *with recovery*

COMBINES

*Brilliant  
Engineering*

with *Precision  
Craftmanship*

To Produce the Industry's Outstanding Unit!



NOW AVAILABLE with Attachments for independent Soap Charge System and Water Repellent Treatment—for new R-51-A Models and R-51-A and R-51 Models now in use. Requires 6-8 minutes of operating time. Solutions are used over and over again giving further economy in operating the unit.

MANY OTHER FEATURES include design developments and operating techniques that make this SHIELDS PERCHLOR UNIT outstanding for economy of Space, Time and Labor. Write for complete literature—You'll quickly appreciate the reasons for Shields Superiority.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRYCLEANERS ARE DOING. NO INCREASE IN PRICE!



*Shields*

ESTABLISHED 1915

ENGINEERING AND  
MANUFACTURING CO.

273 EAST 156th ST. • CLEVELAND 10, OHIO

the supervisor's contribution to good morale, and profit from it.

Selection and placement of employees is covered in Supervisory Techniques Bulletin S-12.

Technical Bulletin Number T-312 discusses handling dynel blankets. It offers information on drycleaning tests, shrinkage in drycleaning, wetcleaning, finishing and methods of handling.

# #

**Beta Chapter Elections:** Beta Chapter of the NID Alumni Association elected the following officers at its October 2 meeting: Samuel Kaufman, president; Martin Hirshkowitz, secretary-treasurer, and Mort

Lesser and John Vieldhouse, vice-presidents. Leslie Friedman, Stanley Golmb and Bill Seitz were named to the executive committee.

The guest speaker at the meeting, Dr. Samuel Machlis, Stamford Chemical Co., spoke on moisture and methods for its control in drycleaning.

# #

**Schedule of Courses:** The next general course sponsored by the NID will take place from January 4 to March 26, 1954. It covers drycleaning, spotting, wetcleaning, finishing, hats, gloves, leathers, furs, rugs, furniture, household textiles, fibers, yarns, weaves, fabric damage and causes, storage, power plant maintenance and the charged system. Applicants must either be mem-

bers of the NID or employees of a member plant, at least 18 years old and with a year of plant experience.

Another four-week management course has been announced; it will begin on January 4, 1954. Students will discuss the principles of production management and control, plant and department layout, supervisory techniques, business administration, and other subjects relating to the management of a modern drycleaning plant.

Details of both courses can be obtained from the Registrar, National Institute of Drycleaning, Silver Spring, Md.

# #

**Management Engineering Service in West:** Members in the Far West can take advantage of NID's management engineering service during January and February 1954, if they apply in time. Although the service is available at all times, during that period William G. Lesterick, the Institute's field engineer, will be in that area and wants to see as many drycleaners who want counsel on plant layout and other industrial problems as is possible. Mr. Lesterick, who joined the Institute's staff several months ago, has had experience doing plant layout and wage incentive work for U. S. Steel Company and the Gilesen Electric Company.

Besides plant layout advice, the service includes employee training aids, a wage incentive program, and a study of the plant's operational costs compared with those of other drycleaning establishments all over the country.

Drycleaners should write or wire the NID, Silver Spring, Md., to obtain this service.

## Profit from the trend to { SMALL HOMES SMALL ROOMS SMALL CLOSETS

Today there are far more family units in a ratio to population than in pre-war days . . . and the thousands of new small homes in city and suburban areas have limited closet and storage space. It is fast becoming a trend in modern living to store seasonal clothing outside the home, clearing more space for comfortable living.

What a grand opportunity for profit from the vault storage business! This is an operation that fits so well into the routine of Drycleaning Service. You will be pleasantly surprised at the moderate investment required and HAERTEL will help you all the way from plans to successful operation.

Remember, storage vault space pays a profit ALL YEAR! Furs and woolen clothing, blankets and other household items occupy your vault through summer months . . . and summer things keep bringing rent to you through fall and winter. You'll find, too, that Drycleaning volume is appreciably increased.

**WALTER HAERTEL  
COMPANY**  
2840 4th AVENUE SOUTH  
MINNEAPOLIS 8, MINNESOTA

Walter Haertel Company—2840—4 Ave. S., Minneapolis 8, Minn.

( ) Send us information that may be helpful to us in planning a storage vault approximately ft. x ft. x ft.

( ) We will welcome a call from your representative.

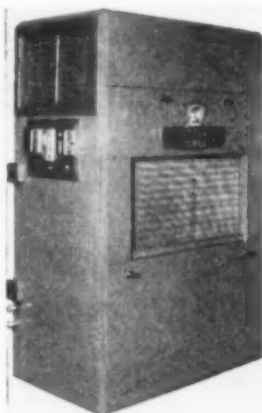
Firm

Address

City

Zone

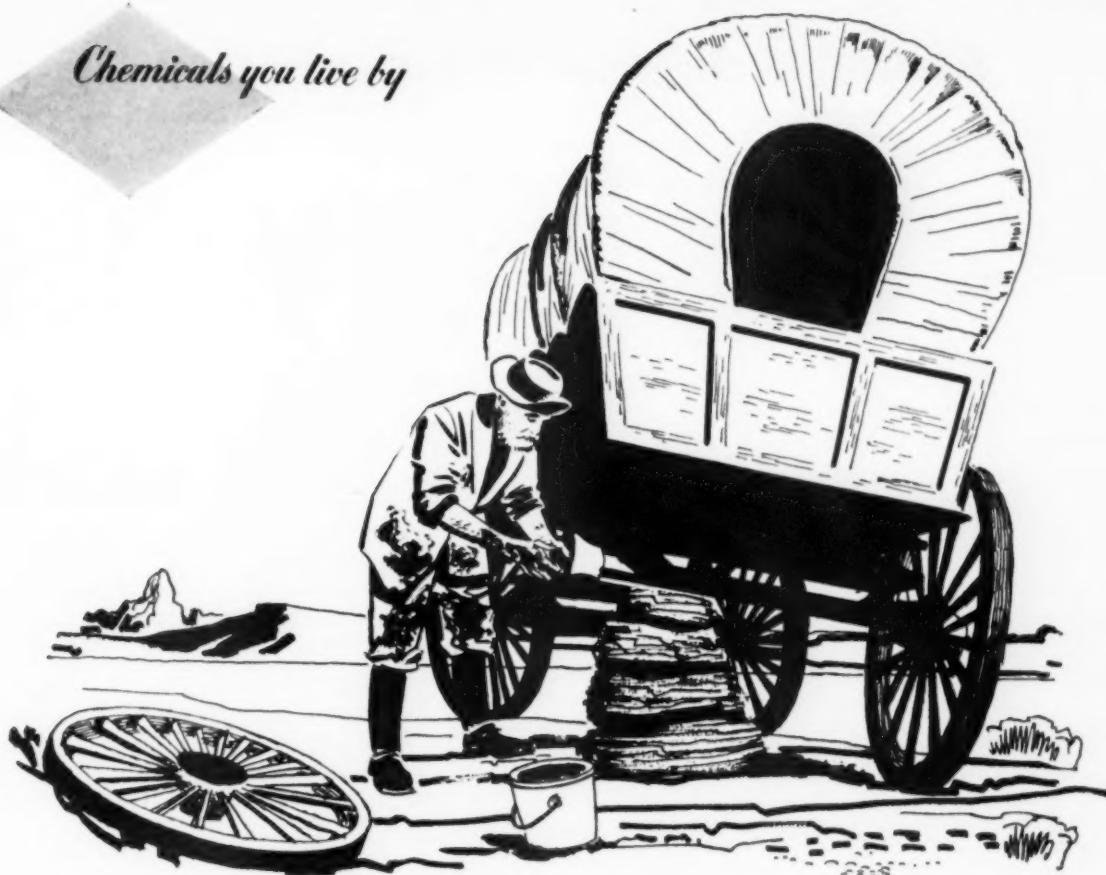
State



**THE VAULTMASTER  
ONLY HAERTEL CAN OFFER  
ALL SIX:**

1. A complete, self-contained storage conditioner with automatic temperature and humidity control PLUS fumigation and ventilation.
2. Advertising aids to promote business.
3. Operating Supplies.
4. A concentrated training service in Haertel's own fur service plant.
5. A complete wholesale cleaning, repair and remodel service, including the Formmaster.
6. Advisory service on plant, advertising and service problems.

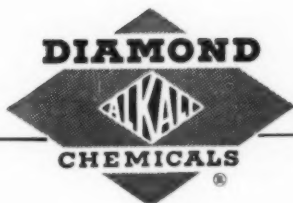
*Chemicals you live by*



## Would you like his patronage?

This "grease monkey" from the Gold Rush days had to get his clothes cleaned by someone. The best remedy extant for removing grease spots, according to HOUSE-KEEPERS GUIDE AND EVERYBODY'S HANDBOOK, of 1870, was to take  $\frac{1}{2}$  pint alcohol and add 10 grains carbonate of potash,  $\frac{1}{2}$  ounce bergamot, 1 ounce sulphuric ether, mix and apply with piece of sponge. Perhaps the most interesting thing about this eighty-year-old recipe is that it's chemically O.K.

But what a nuisance! Over the decades the methods of cleaning have become steadily easier, better and safer. Cleaners today who are looking for the finest of all modern solvents are switching to . . .



**DIAMOND PERCHLORETHYLENE  
and CARBON TET**

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

# Standards for Cleanability

Extracts from an address

by **ALBERT E. JOHNSON**

*Director of Trade Relations  
National Institute of Drycleaning*

**Presented at the Fifth Annual Convention  
Dry Cleaners Institute (Ontario)  
Toronto, Canada, September 21, 1953**

WHAT KIND of drycleaning should be recognized as standard? It is simple enough for the National Institute of Drycleaning or any drycleaner to test a product for cleanability by running a sample through a drycleaning unit. For quality-control purposes and in development work, however, laboratory-scale drycleaning tests are the only practical means of checking cleanability in textile laboratories. The problem of correlating a laboratory testing procedure with actual drycleaning conditions is not a simple one.

Here is an example of the problems faced in trying to arrive at drycleaning standards:

For some time now we have been trying to perfect a method of testing the durability of flock prints and metallic and pigment prints. No standard test exists by which the durability of overprinted patterns can be evaluated.

For most of the research work on this project plant runs were made by NID in its own equipment, and laboratory trials were handled by the laboratories operated at Lowell Technological Institute in Lowell, Massachusetts, by the American Association of Textile Chemists and Colorists, the principal standards-making body in the textile dyeing and finishing trades in the United States.

We found that even with a device that gives good correlation with NID cleanings, not every fabric will look the same after both methods of processing. A pattern may stand up in actual cleaning but break down in lab testing, or break down in cleaning and stand up in lab equipment.

When the same fabric was cleaned by several drycleaning plants, all good ones, there was a wide variation in results. In one case the sample looked practically new after five cycles of plant cleaning. The same treatment in another plant rubbed off most of the pattern. Synthetic plants were rougher on these fabrics than the petroleum systems.

We are finding pretty much the same problem in setting up a test for water repellency which AATCC was requested to do last June by the Federal Trade Commission.

The problems of evaluating fabric cleanability do not end here. There is also the question of the effect of prespotting compounds, spotting chemicals, finishing and wetcleaning to take into consideration. Also, how many cleanings should a fabric withstand without degrading effects, a question usually encountered with novelty materials.

At the risk of stirring up a controversy, but with the hope that we may agree on what the areas of responsi-

bility should be for each of the primary groups affected by serviceability, I offer the following recommendations:

## **Responsibilities of Manufacturers:**

"For the necessary properties which will enable fabrics and the products made therefrom to stand up satisfactorily in repeated drycleanings during a reasonable period of usefulness, without appreciable change in dimensions, hand, color and appearance; such properties to include resistance to recommended mechanical drycleaning washings, and to contact with water such as occurs in normal wear and in treatments for the removal of water-soluble soils and stains."

## **Responsibilities of Drycleaners:**

"For the proper operation of equipment to assure good cleaning of fabrics and their safety against shrinkage or other damage; to perform properly the operations of spotting so as to protect the colors, finishes and physical appearance of fabrics; for proper finishing of apparel according to designed or tailored requirements, and for wetcleaning when undertaken without the consent of the customer."

## **Responsibilities of Consumers:**

"For the proper use and care of clothing and household textiles; for damage due to unusual soil conditions or other exposure to inordinate conditions of wear; for any physical damage except that which is proven to be caused by substandard fabric or construction characteristics; and for any other condition considered outside the scope of responsibility of either cleaner or manufacturer."

These are only suggestions, and are presented as guides in the setting up of actual specifications for cleanability or for determining the proper approach to problems arising out of cleaning and related wear problems.

Regarding the cleaners' responsibilities, I think you will agree that spotting chemicals should be the responsibility of the cleaner but that the cleaner should expect certain properties that will permit required processing. I suspect that there will be some difference of opinion in the matter of wetcleaning, but as for me I would think it more in the interests of drycleaning if we accepted this operation as a cleaner responsibility.

In my opinion, wetcleaning and laundering are synonymous, at least in the eyes of noncleaners. Unless the  
(Continued on page 126)



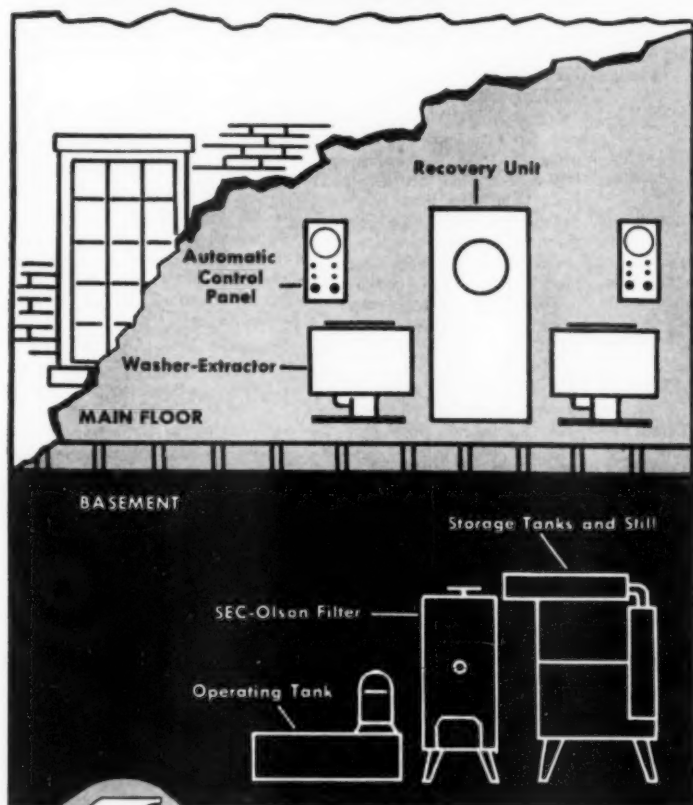
Introducing...



**VERSATILE  
SYSTEM**

**NEWEST  
ADVANCE**

**In Synthetic  
DRYCLEANING!**



**Only the Washer-Extractor and Recovery Unit is in Your Shop . . . Everything Else is in Your Basement or Back Room**

SEC is proud to announce a new addition to its line of synthetic drycleaning equipment—the SEC VERSATILE System for single or double bath operation.

Now for the first time, only the washer-extractor and recovery unit need take up your valuable, income-producing working area. Bulky solvent, circulation, and purification equipment can be installed in your inexpensive, non-productive areas.

The SEC VERSATILE System is designed for both your present and future needs. You can increase your capacity as needed, with minimum expense. For example, you can start with one washer-extractor with a capacity of 100 lbs. per hour. As your business increases (and it always does with SEC-cleanized) you can double your capacity merely by the addition of one more washer-extractor. Nothing else need be added to your original equipment. You double capacity at less than 1/2 your original investment.

Here are a few of the many advantages of the SEC VERSATILE System:

- Capacities from 100 to 500 lbs./hr. and up
- Handles strong soap or charge systems
- Includes SEC-Olson filtration
- Requires minimum of valuable floor space
- Washes and extracts in same tub
- No special foundations required

Write today for details

**SEC-e-matic Corporation**  
55 La France Ave., Bloomfield, N.J.

Please send me all details about the new SEC VERSATILE System

Name .....

Company .....

Address .....

City ..... Zone ..... State .....



**SEC CLEANING SYSTEMS**

SEC-e-matic Corp., 55 La France Ave., Bloomfield, N.J.  
A General Precision Equipment Corporation Subsidiary



DRYCLEANING PRODUCTION PANEL members, left to right: O. Wade Clanton, Erik Svendsen, Dr. Samuel Machlis (speaking), Professor Percival Theel, Dr. William A. Endriss and John Parsley

## PADC in Philadelphia

by PHIL GREENE

TRADITION WAS FOLLOWED in a program that combined panels and actual demonstrations at the forty-second annual convention of the Pennsylvania Association of Dyers and Cleaners in Philadelphia, September 24-27. The combination has been a winning one at past PADC meetings, and this was no exception. Attendance hit 450 this year, with at least 600 showing up for the banquet.

High points of this year's meeting were a visit to the Philadelphia Textile Institute where the association is supporting a drycleaning research fellowship, clinic demonstrations of finishing and spotting, and panel talks on production and on sales and advertising.

The opening day was devoted to registrations, a directors' meeting, and an opening business session at which committee reports and officer nominations were presented. The slate, which was voted in at a

subsequent business session, included: president, Clyde W. Peabody, Peabody Dry Cleaning, Greenville, replacing Meyer Mednick of Philadelphia; E. Gates Shull, Jr., Shull's Drycleaning Works, York, continuing as treasurer, and W. J. Mooney, continuing as executive secretary. The following were named sectional vice-presidents: Lawrence Jacobsen, Philadelphia; Nelson R. Gummo, Williamsport; James Anthony, Erie, and A. A. Masciantonio, Jeanette.

The trip to the Philadelphia Textile Institute on Friday morning proved most instructive. Groups of visitors were assigned student guides who traced the cloth-making process from the raw fiber to the finished fabrics. Weaving and spinning machines were shown in operation.

The first of the panel discussions was held that afternoon. Participating were Prof. Percival Theel, Dr. William A.

Endriss and John Parsley of the Philadelphia Textile Institute; Dr. Samuel Machlis of Stamford Chemical Co.; Erik H. Svendsen of the Darco Division, Atlas Powder Co.; O. Wade Clanton, DuPont; and Zu Freeman, New England School of Drycleaning, as moderator.

The men from the Textile Institute discussed new fabrics and the problems they are creating for the drycleaner, and reported on 958 analysis problems that have been processed in the past year. Dr. Endriss provided a breakdown of responsibility for the various damages analyzed. Drycleaners caused 5½ percent; manufacturers, 28.33 percent; customers, 42.49 percent; borderline responsibility was 16.8 percent, and miscellaneous 6.69 percent. Shrinkage caused 10 percent of the borderline problems, for which poor control of the charged system may be partly to blame.

Dr. Machlis discussed and demonstrated means of controlling relative humidity, and showed why 80 percent is about the highest it should be allowed to reach. He said that the industry is on the threshold of new and far-reaching developments in moisture and soap control.

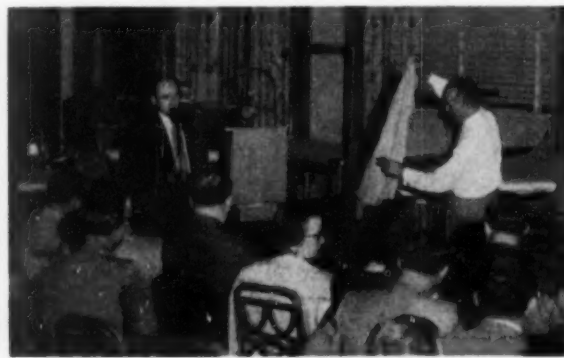
Mr. Svendsen spoke on the various types of filter powder, especially as they affect operation of the charged system.

Mr. Clanton told why some of the miracle fibers are not so miraculous in that they create new problems as they solve old ones. Closer cooperation between consumers, cleaners and manufacturers will help to eliminate these problems.

The evening program was devoted to "New Angles in Silk and Wool Finishing." A complete finishing department was set up in one of the meeting rooms, and Benton Perry and George Schlemmon of U. S. Hoff-



MODEL CARDING MACHINE is demonstrated for visiting drycleaners at Philadelphia Textile Institute

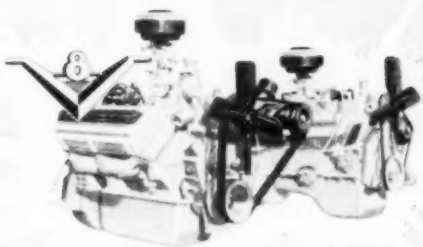


SILK AND WOOL FINISHING CLINIC with Benton Perry at microphone and George Schlemmon making the lay

# ★ ANNOUNCING NEW ★ DODGE <sup>"Job-Rated"</sup> TRUCKS

Brilliant new design opens new era in trucking!

- ★ Compare their new comfort! ★ Test their new handling ease!  
★ See their new low work-saving design!

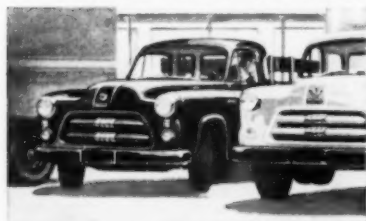


**2 GREAT ENGINE LINE-UPS!** In addition to cost-cutting 6's, Dodge now offers the most powerful V-8 engines of all leading trucks! Available in 1½-, 2-, and 2½-ton models... standard in 2½-, 3-, 3½-ton! Revolutionary hemispherical combustion chamber for high efficiency! Get free book on engine efficiency and its importance to you at your Dodge dealer's!

**OVER 75 NEW FEATURES!** Spectacular low-built lines! New increases in G.C.W.! New cab sealing against dust, drafts! Nonskid running boards!

**PLUS** famous Dodge features like... completely rustproofed sheet metal... moistureproof ignition! Truck-o-matic transmission with glyrol Fluid Drive, available!

**New! Even greater values... yet still priced with the lowest!**



**New! Sharper Turning!** New steering system for the shortest turning of all leading trucks! New shorter conventional tractors! New, one-piece windshield! More total vision area than any other popular make!



**New! Smarter Styling!** New colors! New flow-line design, featuring integral fenders, sparkling chrome! New two-tone interior styling! New wider doors! New easy-chair seats! New instrument panel.



**New! Lower Lines!** Pick-up and panel floors knee-high for loading ease! Lower running board for easier entry! Lower hood for greater visibility! New, low center of gravity for road-hugging stability!

**SEE YOUR FRIENDLY DODGE DEALER!**



man Machinery Corporation showed how the latest equipment may be most efficiently used.

Saturday morning was devoted to a panel on sales and advertising. Panel members were P. C. McCutcheon, Dow Chemical Co., and Felix Renick, Institute for Maintaining Drycleaning Standards.

By means of charts, Mr. McCutcheon showed how the growth of drycleaning sales has paralleled the increase in our national income. The drycleaning industry, however, has not experienced the same drops as national income. If drycleaning growth continues as it has, a national volume of two billion dollars is possible for 1958. Mr. McCutcheon wound up his remarks with illustrated stories of two hypothetical drycleaners—Joe Slow and Bill Smart. The

reasons for Joe's stagnation and Bill's progress were clearly brought out.

Mr. Renick offered a set of rules for successful drycleaning advertising. Among other points he recommended that a cleaner avoid dividing his advertising appropriation into 52 equal parts, but instead spend it when it is most needed according to the seasons. He also advised the delegates to concentrate advertising in one medium, to advertise only to women, always to include price, and to feature specials.

After lunch the drycleaners had a choice of taking in an afternoon at the Atlantic City racetrack, a football game, or a continuation of the silk and wool finishing clinic.

The banquet and entertainment that evening filled the main ballroom of the Bellevue-



OFFICERS, left to right: New president, Clyde W. Peabody; past president, Meyer Mednick; treasurer, E. Gates Shull, Jr.

Stratford to overflowing. Practically everybody was introduced and Retiring President Meyer Mednick was honored with a plaque and given a silver tea service in appreciation of his many years of service to the organization.

The entire day on Sunday was devoted to a spotting and

wetcleaning clinic with Zu Freeman as instructor and demonstrator. Mr. Freeman has conducted similar clinics at previous conventions. As in the past, he answered questions from the floor and did on-the-spot analyses for those who brought in problem garments for discussion. # #

## Cooperation Featured at Toronto

A MILESTONE in cooperation between the drycleaning industry in Ontario and the garment and textile industries was reached during the fifth annual convention of the Dry Cleaners Institute (Ontario), held in Toronto September 20-22. Attending the meetings at the Royal York Hotel were 325 persons.

A round-table discussion evolving from a speech by Albert E. Johnson, director of trade relations, National Institute of Drycleaning, was held between the garment industry and the drycleaners on "Fabrics and Styles." Many misunderstandings on both sides were cleared up as a result.

Adding to the interest was the parade of three models wearing garments of the synthetic materials. The garments later were given away by draw to the ladies in the audience.

Mr. Johnson's discussion of

the responsibility of each industry is summarized elsewhere in this issue.

Also introduced to the convention was a draft of a provincial act respecting the nomenclature and liability of persons engaged in the business of drycleaning. It defines the drycleaner and limits his liability for articles left in his care for drycleaning or storage to a maximum of 20 times the charges made for the services performed.

The report of the immediate past president, Jack Snitzer, indicated that membership of plants had increased from 203 to 246, while allied trades increased from 13 to 18. There are still just 11 divisions, but organization is proceeding in 6 other localities. Mr. Snitzer also reported the cooperation of the Educational Committee with the Central Technical School in Toronto in planning

new and enlarged quarters devoted to the drycleaning vocational program for training skilled industry employees.

Presentations of tea trays for meritorious service were made to Miss L. Carroll; J. H. Gibson, first president of the Institute, and L. Mendelson, second president. D. H. Currie, manager, was given a five-minute ovation when he received a television set for his work on behalf of the Institute.

New president is R. H. Feasby, Wash-Rite Laundry and Dry Cleaners, St. Catharines; first vice-president, H. Fotheringham, Fotheringham Speedy Service Cleaners, Hamilton, and second vice-president, A. H. Ellis, Lindsay Cleaners and Dyers, Lindsay.

Members of the Executive Committee include the officers and C. Blume, Ceebees Cleaners and Dyers, Thorold; B. P. Cramer, Dutch Laundry and Dry

Cleaners, London; L. J. Gibson, Gibson's Cleaners Limited, Toronto; K. Gillard, Gillard Cleanit Service, Oshawa; A. Lloyd, Lloyd's Cleaners and Dyers, Belleville; A. J. Rivard, Blondie Cleaners, Windsor; R. L. Ronson, Maple Leaf Cleaners Ltd., Toronto; H. White, Clean-Rite Limited, Toronto, and J. White, White and Sons Limited, Toronto.

The Board of Governors consists of the Advisory Council, made up of Past Presidents J. H. Gibson, chairman; R. C. Clarkon, vice-chairman; L. Mendelson, J. Snitzer and H. E. Wambold, and Life Members G. Langley, A. Baker and Roy Williams. Also: J. H. Allen, Allen's Cleaners and Dyers, Owen Sound; B. J. Kenalty, McGoun Chemicals Ltd., Toronto; P. A. Sinclair, Nu-Service Cleaners, Barrie, and A. R. Thompson, Imperial Cleaners, Samia. # #



# Are you getting **MAXIMUM PROFITS**

from your  
**Storage Vault?**

Fur storage and fur cleaning are only two of the *big profit potentials* in a vault installation. You can get more business from your present customers . . . and attract new customers . . . by offering a complete fur service in your own plant! Get your share of the profits waiting for you in fur repair . . . remodeling . . . merchandising. You can build up a good volume in any or all of these potential markets . . . with the help of

## **THE FUR BOOK**

A Practical Guide to  
Fur Garment Making, Maintenance,  
Repairing and Remodeling

BY DAVID G. KAPLAN

Fur Editor, The NATIONAL CLEANER & DYER  
Outstanding teacher-furrier-consultant

Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

**A COMPLETE, PRACTICAL,  
SELF-TEACHING COURSE  
FOR ONLY \$7<sup>50</sup>**

**and now—**  
for a complete guide  
to storage vault instal-  
lation and operation—

**Free!**

With every copy of

## **THE FUR BOOK— STORAGE FOR THE DRYCLEANER**

18-page reprint of  
NATIONAL CLEANER & DYER  
series includes:

building for low insurance rate;  
fumigation, temperature, hu-  
midity; layout, identification,  
records; inspection — receipt  
and delivery; how to figure  
costs and profits; storage sell-  
ing and promotion.

THE NATIONAL CLEANER & DYER  
304 East 45th Street  
New York 17, N. Y.

Gentlemen: ☐ CHECK ☐ MONEY ORDER

☐ Please send me my copy (postage paid) of THE FUR BOOK  
by David G. Kaplan. ☐ Please send also my free copy of  
STORAGE FOR THE DRYCLEANER.

Name \_\_\_\_\_

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**EAST LANSING, MICHIGAN**  
and the  
**NATIONAL**  
**COLLEGIATE**  
**CROSS-COUNTRY**  
**CHAMPIONSHIP**



Because training techniques are improving, distance runners are getting faster. And because of improved drycleaning techniques—many of which were proven in our Test Bundle laboratories—the drycleaner's task is becoming more efficient. As for quality, Stod-Sol, the original Stoddard solvent, is still tops. Ask your nearest Stod-Sol distributor for complete details about this fine product and its companion "Test Bundle" Service.



PRODUCERS



REFINERS

**Anderson-Prichard Oil Corporation**

OKLAHOMA CITY, OKLA.

## NEWS NOTES

IN THE TRADE

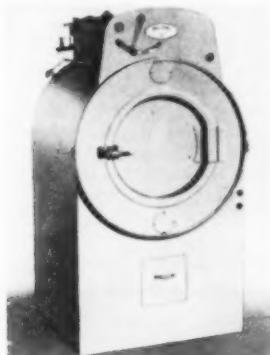
### New Western Offices for NATIONAL CLEANER & DYER

The Western advertising offices of NATIONAL CLEANER & DYER, *Starchroom Laundry Journal* and *National Rug Cleaner* were moved on October 1 to new quarters in the Lytton Building, 14 E. Jackson Blvd., Chicago ( Webster 9-5255 ).

In a more centralized location in Chicago's Loop, the new offices will provide larger and more efficient quarters for the Western staff, and, it is hoped, added convenience for our many advertiser and agency friends who drop in on Manager Ed Korbel and Norm Field from time to time.

The expanded facilities will also aid the editorial operations of our trade-paper family, since the Western offices are used as headquarters for editorial personnel when they are in the Chicago area.

### Reverse-Action Tumblers

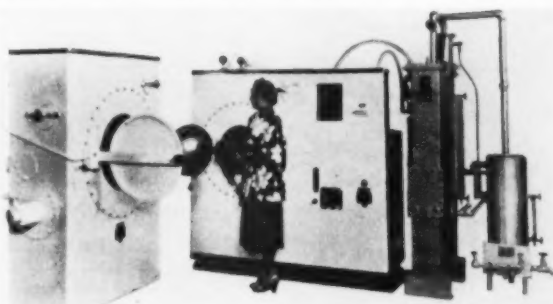


Western Laundry Machinery Company announces several new tumbler models that feature reverse tumbling action. According to Western, this reversing action eliminates tangled clothes and its design does away with troublesome gears and couplings.

Three models are now available in drycleaning, laundry and gas-fired design. Conventional non-reversing models are also manufactured.

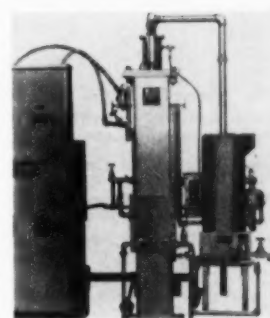
Additional details can be obtained from the manufacturer at 420 E. 10th St., North Kansas City, Mo.

### Additions to Martin Line Introduced



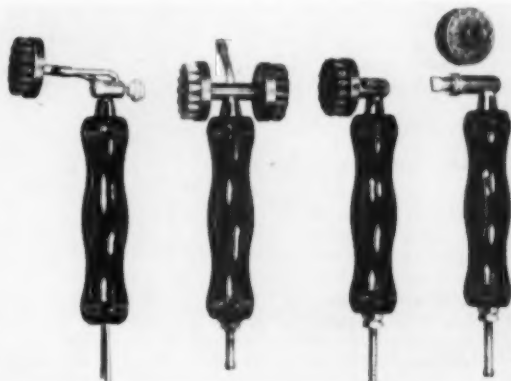
Martin Equipment Company, Cincinnati, Ohio, a division of The American Laundry Machinery Co., announces the release of the Model 30-0 Automatic Perc System. The washer-extractor embodies an open-end, open-pocket reversing cylinder and is mounted on a special vibration-controlled base. Filtration equipment includes the Martin Powderless Filterstill. The distillation has the stripping attachment which removes additional solvent from the still residue.

The company is also introducing the Model 30 Powderless Filterstill. This filtration and clarification unit has added filtering area and will permit less frequent filter cleanings,



according to the manufacturer. The unit, with a filtering area of approximately 80 square feet, requires 6 square feet of floor area.

### Newhouse Introduces Four New Spotting Guns



Four new spotting guns were presented recently by the Newhouse Company, 3827 San Fernando Rd., Glendale, Calif. According to E. J. Newhouse, president of the firm, the guns are new in design, construction

and materials. Handles are non-breakable, and the units are cooled through vented brushings at both ends.

The model designated All-Purpose has interchangeable spray tip and brush. Deluxe

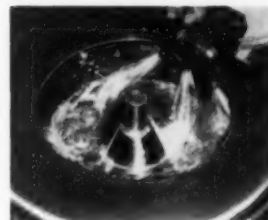
Gun No. 1 and Deluxe Gun No. 2 have jet tips and brushes. The fourth model, Moisture Control and Soap Gun, has stainless-steel nonbreakable tubing and fittings and is equipped with suction hose and check valve.

Replacement brushes are available for all four guns.

### 3-D Letter Design

Three-dimensional sign letters made by a new process are offered by Trio Letters, Inc. This process doubles the standard thickness of the letters at a comparatively low cost, according to the manufacturer. Made with a tilelike finish, the signs are guaranteed to withstand the elements. The manufacturer offers a booklet on request to Trio Letters, Inc., 331 Woodlawn Ave., Aurora, Ill. (Attention of Desk 1).

### New Extractor Offered



The Flow-Rinse Extractor, available in 40-, 48- and 60-inch diameters, has been introduced by Fletcher Works, 213 Glenwood Ave., Philadelphia, Pa. The unit is designed so that garments being rinsed are completely immersed in the rinsing solvent.

The machine has the following features: specially constructed basket that permits cleaning solvent to flow through the garments; automatic braking; automatic separation and salvage of soap solution and rinse solvent; large motor; stainless-steel basket interior. Further information is available from the manufacturer.

### Butler Shirt Laundry

A shirt laundry is the latest addition to the line of drycleaning and finishing equip-

# Cleaner's Clinic

BY "DOC" FILTROL

R<sub>x</sub>

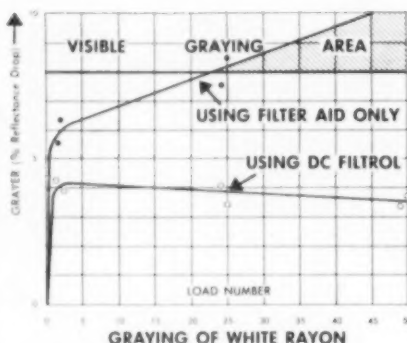
## Graying in 3/4 % Charged System Cleaning

It has been determined that the use of a 3/4 % no rinse charged system results in a tendency for rather high graying of light colored garments due to the buildup of dissolved dyes in the solvent. This subject is well covered in the National Institute of Drycleaning's Technical Bulletin, T-272.

Thus, it is recognized that some method of dyestuff removal is required. Since dyestuffs may bleed sufficiently from only one batch of cleaning (household, corduroys, etc.) to result in objectionable graying, distillation is not a practical method for continuous control of these impurities. Therefore, the regular use of an absorbent is necessary for maintaining proper solvent color for the production of highest quality cleaning.

### DC Filtrol Removes Color Bodies

During a series of carefully controlled plant runs, it was determined that DC Filtrol efficiently removes fugitive dyestuffs so that garment graying is maintained at an absolute minimum. Results of these tests are dramatically illustrated in the above graph.



## You Should Use DC Filtrol in Your Process

In any drycleaning process, the use of DC Filtrol makes possible high speed production of the highest quality. While acting as an efficient filteraid, DC Filtrol continuously removes soluble and insoluble impurities of all types. It is convenient and economical to use.

**WRITE TODAY!**—For the latest literature on the use of DC Filtrol in all charged system processes. Then, try DC Filtrol and discover why it is called—

"The Choice of the Industry"

*Doc*

**Filtrol**

**CORPORATION**

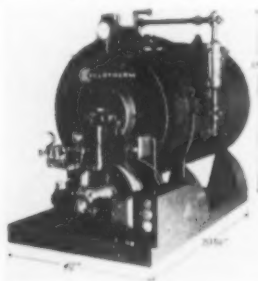
727 West Seventh Street, Los Angeles 17, California  
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Jackson, Mississippi

\*U.S. Reg. U.S. Pat. Off.

ment available from Butler Manufacturing Company, 7400 E. 13th St., Kansas City, Mo.

The Butler 3-girl shirt laundry includes a four-press unit with a fully automatic, 25-pound, open-end washer and motor-driven extractor. The unit comes in a package with mark-in table, shirt folder, sorting truck and other accessories. According to the manufacturer, three girls working under average conditions can turn out from 40 to 50 shirts in an hour using this equipment.

### New Cyclotherm Boiler



The smallest 50 hp. fire-tube steam boiler manufactured, according to the manufacturer, is

now available from Cyclotherm Division, United States Radiator Corp., Oswego, N. Y. Called C1725, this power package requires an area of 20 square feet and is 4 feet 8 1/2 inches high. No cement foundation or stack is necessary, so the unit can be mounted wherever water, fuel and electricity are available. The unit weighs 3,550 pounds. A simple flue vent is all that is necessary for operation at about 80 percent efficiency. Flexible multiple-unit installations can be made.

### New Water Conditioner

Carman & Co., Inc., has introduced through its subsidiary divisions a new water-conditioning product, Jen-R-8, which is said to activate water, regenerate insoluble lime soaps, improve detergency and provide safe stain removal and antichlor action in any washing formula.

Jen-R-8 is designed to be: stable in solution; suitable for use in stock solution for wheel application or in concentrated form for direct addition to the wheel. It is available in two forms, liquid and bead.

Technical bulletin R-8-1953, containing complete in-

formation on Jen-R-8, is available from C. L. Plough, Carman & Co., Inc., 70 Summit St., Brooklyn 31, N. Y.

### Tash Offers Junior Tank



An 8-gallon stainless steel Junior Dy-Gester Tank is the latest addition to the line of Al Tash Dye Works, Grand Prairie, Dallas County, Tex. This unit has all of the basic features of the larger Twin Table model. The 110V heating unit with thermostat controls maintains the temperature of the digester solution within one degree plus or minus F.

The tank is 16 inches high

by 14 inches wide and stands on 4-inch legs. Since the unit weighs 25 pounds, it is portable. Rings at 2, 4, and 6 gallons indicate the capacity of the digester vat. A fixed drain for draining the digester solution makes it unnecessary to lift a crock to dump the solution at the end of a working day.

### Two Colors for Drier

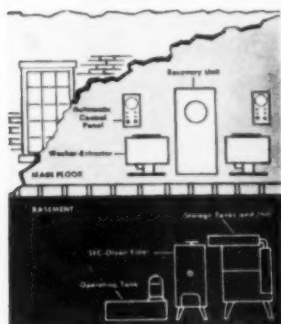


The new cabinet-front Westport drier featured by Hoyt Manufacturing Corp., Westport, Mass., is available in either white or green baked



enamel, according to Harry Hoyt, president of the firm. The drier is also designed with provision for steam heating if this is desired.

### New Sec Synthetic System



Sec-o-matic Corporation has announced a new system of drycleaning, according to Carl Blackman, vice-president and general manager.

Designated the Sec Versatile System, it allows the complete separation of washer-extractor and recovery units from the purification and circulation system. This makes possible the installation of purification

and circulation equipment in inexpensive unproductive areas, rather than in the working area.

The system allows the plantowner to increase production capacity or to convert any single-bath Sec model to a double-bath operation without disturbing the existing system.

The new system has the following features, according to the manufacturer: valving arrangement to permit the operator to "batch" certain loads with a high-percentage soap charge with single-bath models; suitability for such special treatments as mothproofing, waterproofing and sizing by means of the "batch" system; 100 percent immersion of garments; vertical agitation; 900 r.p.m. extraction; no weighing of loads, and constant flow of solvent through the load.

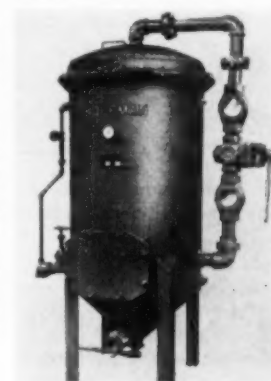
Complete details are available from Carl Blackman, Sec-o-matic Corporation, 55 La France Ave., Bloomfield, N. J.

### New Truck Colors

Four new colors for International trucks have been announced by W. K. Perkins, manager of sales, Motor Truck Division, International Har-

vester Company. The new colors are Cumberland green, Gulfstream blue, Yuma cream and Cascade green. Other colors featured are Harvester red, Adirondack green, Black Canyon black, Chesapeake gray, Apache yellow and Valencia orange.

### New Hoffman Filters



A complete line of new drycleaning filters, ranging in capacity from 1,300 to 10,000 gallons per hour, has been introduced by U. S. Hoffman Machinery Corporation.

Using 1-inch tubular filter elements instead of flat screens, the new filters are designed to be cleaned by backwashing. Other features are: increase in filtering areas as the filter powder layer builds; upward flow of filter solvent; multi-vane sludge agitator that scrapes off, breaks up and dislodges any packed or hardened sludge; multi-port valve to prevent misdirecting the flow of solvent, which, in turn, prevents contamination of the clean supply; spring-type device that assures positive seating of tubes in the flue sheet.

Further information is available from the manufacturer at 105 Fourth Ave., New York, N. Y.

### New Steam-Trap Bulletin

W. H. Nicholson & Company, 12 Oregon St., Wilkes-Barre, Pa., has published a new bulletin, No. 853, covering Nicholson industrial steam traps.

The bulletin features steam traps equipped with bellows of bronze, Monel or stainless steel and bodies in bronze, semisteel and cast-steel construction in sizes from 1/4 inch to 2 inches, for pressures from vacuum to

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### Here's why:

For more than 20 years Daily Delivery Tags have given satisfactory service—so why buy unproven merchandise. Don't risk paying claims; use only the original Daily Delivery Tag made of Melostrength resin-treated paper for extra strength and added protection. Insist on the best—and save money.

*Sold only through the best jobbers in the industry!*

## Pittsburgh Tag Company

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# SOLVINK Eliminates Harsh, Dangerous Methods of Spot Removal

Improper spotting can result in costly damage to expensive garments plus the loss of good cleaning business.

Solvink is a special formula that works with a gentle action which "soaks out" stains of blood, rust, paint and ink, without harmful pounding or rubbing. And this scientific preparation is guaranteed safe for fine fabrics and fast colors when used according to directions.

Try Solvink on a money-back guarantee. Order from your jobber or write us (Dept. 113) for free sample.

One set of 2 half pints—\$2.25.

Also economical pint, quart and gallon sizes.



And you can use these companion products profitably, too—

- TANSOL for Tannin Stains
- GREENZYME—Digestant
- IODASE—for Iodine Stains
- SIZ-IN—Hat Size

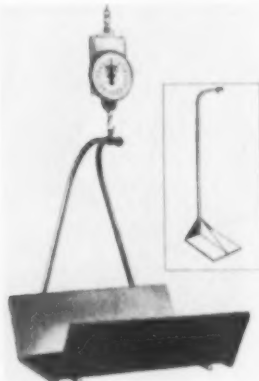
**GREENVILLE CHEMICAL COMPANY**

P. O. Box 1087

Greenville, S. C.

300 pounds. The booklet includes capacity tables and dimensions, recommended piping diagrams, typical applications, tables and data covering the selection of traps for various types of steam equipment.

## New Scale-Basket Offered



The Newhouse Company, 3827 San Fernando Rd., Glendale, Calif., has added an economy hanging scale-basket to its Nu-Weigh line. The basket is of heavy-gauge metal finished

in gray enamel. It is designed to remain in balance no matter how unevenly the load may be distributed, according to E. J. Newhouse, president. The scale, graduated to pounds and half pounds, will weigh up to 100 pounds. A floor stand for suspending the scale is available from Newhouse.

## Hild Names Metscher

Henry Metscher has assumed the post of general manager of the Hild Floor Machine Company, Chicago, according to Fred J. Hild, president. At a recent directors meeting, Mr. Metscher was also elected vice-president.

Starting as a salesman, Mr. Metscher joined the company 15 years ago. He has also served as district manager and factory superintendent. In addition, Mr. Metscher has made important contributions to the Hild product development program.

The company has also announced the promotion of George Moore to the position of shop manager. Mr. Moore has been with Hild for 17 years, most recently as traffic manager. He is succeeded in that position by Raymond J. Van Eycke.

## National Cash Names Gardner Sales Manager

Owen B. Gardner has been appointed manager of accounting machine sales of The National Cash Register Company, Dayton, Ohio, to succeed the late C. B. Tompkins.

Mr. Gardner joined the company as a salesman in 1939 and has served as manager of sales in Akron, Pittsburgh, Chicago and Los Angeles. He will now make his headquarters in Dayton.

## McDonnell & Miller Booklet

A 24-page pamphlet, "Selection and Sizing Pressure Relief Valves to Comply with ASME Boiler Code Requirements,"

has been published by McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago, Ill. The company will send free copies on request.

This booklet tries to provide complete and easy-to-use data for determining accurately the output of all types of boilers, tanks and heaters. Also covered are hot-water supply heaters and tanks, heat exchangers and unfired pressure vessels.

## Butler Appoints Salesmen

Butler Manufacturing Company, Kansas City, Mo., announces the appointment of two new salesmen and one transfer in its Cleaners Equipment Division.

John Bellamy, formerly of

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**PAID**

IT PAYS TO ASK  
"IS IT PAID?"

**PAID**

**BUSINESS PUBLICATIONS**

the Butler Atlanta office, has taken over the territory including eastern Mississippi, central and western Alabama and counties in northern Florida. William H. Merrill has been appointed salesman for the Indiana territory. Barrett H. Lattner has been transferred from Indiana to the southwestern Michigan territory.

#### New Diamond Divisions

Promotion of two executives to vice-presidencies and formation of two new autonomous divisions in Diamond Alkali Company, Cleveland, were announced by Raymond F. Evans, president.

W. H. McConnell, director of sales, has been elected vice-president in charge of sales. C. E. Lyons, works manager of the Diamond electrochemical plant in Houston, Tex., has also been elected to that office.

The two recently created autonomous divisions of the company are: Plastics and Agricultural Chemicals Division with A. L. Geisinger, a vice-president, as general manager; Chromium Chemical Division with Frank W. Jarvis as general manager. Since 1951, Mr. Jarvis has been president of Diamond

Magnesium Co., a subsidiary of Diamond Alkali.

#### Pantex Unit Wins Contest



FRANK LORNITZO

Top honors and first place in a recent nationwide contest were accorded to Frank Lornitzo, chief engineer of Pantex Manufacturing Corporation, Pawtucket, R. I., and designer of the new Pantex Hydro-Air Power Unit featured on the firm's new drycleaning press.

The contest was sponsored by *Applied Hydraulics* to

determine the best design, application or maintenance of hydraulic and pneumatic components, assemblies and systems. The winner was announced October 1. Judges were nationally known authorities in the fields of applied hydraulic and pneumatic power.

#### Takamine Elects Officers

The board of directors of Takamine Laboratory, Inc., Clifton, N. J., has elected the following officers: Homer C. Fritsch was named director; Katharine McMahon Takamine, executive vice-president, succeeds the late Eben T. Takamine as president, and Hilda I. Thomas was elected secretary.

Williams, director and treasurer; Oscar A. Beasley, Jr., vice-president and secretary; E. L. Chrisman, vice-president and director; Joseph J. Schmidt, director and vice-president in charge of manufacturing, and Michael J. Stanley, assistant treasurer and assistant secretary.

#### Murphy Joins Speed Check



RALEIGH C. MURPHY

Appointment of Raleigh C. Murphy to the service staff of The Speed Check Co., Inc., At-

#### Fleetwood Plans Expansion

Reorganization of Fleetwood Airflow, Inc., with plants in Wilkes-Barre, Pa., and Los Angeles, has been announced. The company was recently purchased by a group of industrialists headed by B. C. Banks.

Mr. Banks was elected chairman of the board of directors and president of the company. Other officers are: Joseph H.

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is your guarantee**

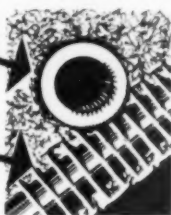


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**METAL EYELETS** in the napped cover allow wire (furnished) to be laced tightly, thus preventing pad shifting and resultant pad damage.

**METAL RODS** are incorporated along both sides of the pad insuring an even pull along the entire surface and sides eliminating scallops. Quick vacuum and steam action is assured.



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One piece flexible plastic. Tough, yet smooth as silk.

Heavy one piece soft felt pad. Wrinkle free fit assured.

Snap fasteners for instant installation or removal.



#### QUALITEX® press machine cover for dry cleaning presses made of Asbestall

#### FILTER BAGS

Qualitex filter bags are available in either Cotton Duck or Nylon. Both are pre-shrunk and can be safely laundered and are designed to fit properly. All bags

sewn with Nylon thread. Nylon bags not only outlast Cotton bags, but permit a more thorough "back wash," thus eliminating frequent bag changing.

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## Dry Cleaners All Over The Country — Say

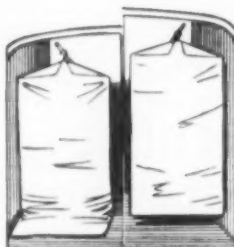
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They can help you choose the right kind of delivery body—designed for **YOUR** needs"

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DESIGNED FOR THE DRY CLEANER  
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Better driver relation.
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More head room. Easier handling.
- **MORE FLEXIBILITY**  
Adaptable to any type of loading.
- **MORE PAY LOAD**  
Carries more. Earns more.
- **MORE ECONOMY**

**GIVES YOU EXTRA HEIGHT  
FOR THOSE LONGER GAR-  
MENTS TO IMPROVE YOUR  
CUSTOMER'S SATISFACTION.**



MONTPELIER SIDE-AISLE Models available in 4 sizes on chassis of 1/2 ton and larger.

This Model 405 SIDE AISLE unit recently exhibited at National Institute of Cleaning & Dyeing, Cleveland, Ohio.



MONTPELIER URBAN MODELS available in 3 sizes.

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Phone, Wire or Write Today

PLEASE SEND ME ADDITIONAL  
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**MONTPELIER MANUFACTURING COMPANY**  
SPECIALIZED MOTOR VEHICLES  
MONTPELIER OHIO

lanta, is announced by Ross M. Goddard, president. Mr. Murphy has been associated with the industry since his return from Army service over eight years ago and brings technical skill as well as practical experience to his new position.

#### Flexonics Promotes Three



THOMAS K. WELLS

Appointment of Thomas K. Wells to the newly created post of general sales manager of Flexonics Corporation, Maywood, Ill., has been announced by John F. P. Farrar, president. Mr. Wells has been with the company for 12 years, most recently as sales manager for the Bellows and Aircraft Divisions.

At the same time, Howard W. Griesbach was named assistant sales manager of the



RICHARD H. SABEL



HOWARD W. GRIESBACH

Bellows Division, and Richard H. Sabel was appointed to another new position, that of sales development manager.

#### Two Street's Technicians Begin Fourth Year



PHIL DANTZKER



CLYDE HERBOLD

Clyde Herbold and Phil Dantzker have begun their fourth year in the field service of R. R. Street & Co. Inc., Chicago.

Before joining Street's field

organization, Mr. Herbold was engaged in the drycleaning industry in Cleveland and is well acquainted with the sectional problems faced by drycleaners in his northern Ohio territory.



He has also serviced Pittsburgh, headquarters in Hartford, eastern and western Pennsylvania. Conn., has serviced Connecticut, Massachusetts, Vermont, New Hampshire and Maine.

Mr. Dantzker, who has

#### Hoffman Names Two Branch Managers



HAROLD F. WILEY



F. B. WEBB

F. B. Webb, formerly branch manager in Cincinnati for U. S. Hoffman Machinery Corporation, New York, has been transferred to the company's Dallas office as branch manager. He will cover north-eastern Texas and Oklahoma. Mr. Webb has been associated with the drycleaning industry for the past 15 years as a plant manager and as a plantowner.

He is past president of the Central Louisiana Cleaners and Laundries Association.

Harold F. Wiley has been named manager of the Hoffman Western district with headquarters in Los Angeles. Mr. Wiley joined the firm in 1947 as West Coast salesman, after leaving the Army. Prior to that he was associated with Consolidated Laundries, New York.

#### Haertel Appoints Two Sales Managers



LEE BARKER



FRED CLINE

Walter Haertel Company, Minneapolis, has established two new sales management positions as the first step in its expanding sales program.

Lee Barker assumes the post as sales manager of the mechanical equipment division of the company. He will have charge of merchandising storage vault equipment, fur cleaning equip-

ment, dehumidifiers and other mechanical equipment. After joining the Haertel company in 1946 as a field engineer, Mr. Barker served as assistant sales manager.

Fred Cline has been promoted to sales manager in charge of merchandising the company's line of fur cleaning supplies and advertising special-

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have



PRESSES

you need

BILLMYRE  
DRYSET



if you have...	2 presses	4 presses	6 presses
you need...	Model 2-B	Model 4-B	Model 6-B
which measures approximately...	14" dia. x 27" high	18" dia. x 44" high	18" dia. x 47" high
At this low cost...	\$250.00	\$335.00	\$425.00
with all these advantages...	Compact, fits under press table, top easily removed for quick servicing.		
plus all these features...	Saves steam. Powerful suction fan dries garments ready for immediate delivery before removal from press back. With Dryset you do an hour's pressing in 45 minutes and buck stays cool. Result: longer pad life, increased employee comfort. All Drysets designed for minimum space, trouble-free operation. Other models serve up to 250 presses.		



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... that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

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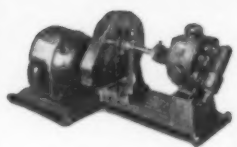
The building of a piece of equipment to win your confidence is the aim and purpose of every Viking that leaves the factory.

Confidence can only be won and retained with a pump that will actually go out and do the job it is sold to do.

Look to Viking for the pump that builds confidence. A self-priming, simply and ruggedly constructed pump suitable for delivery against discharge pressure.



Write today for free bulletin 803Q. It will be sent immediately.



ties. He joined the firm in 1945, after serving with the Navy. He has held various positions with the company and recently held the post of assistant sales manager.

#### Remington-Rand Offers Machines on Lease

Its entire line of business machines and office equipment is now available on a lease basis through a new plan announced by Remington Rand, 315 Fourth Ave., New York.

The lease-plan agreement contains a purchase-option clause under which all or a substantial portion of the amounts paid for rentals may be applied against purchase of the machines or equipment at regular prices. Certain types of machines ordinarily taken as trade-ins on purchases of new equipment will be subject to the same consideration if the customer desires it. Allowances will be applied against rental charges.

The company's Business Equipment Efficiency services apply to all leased equipment. This covers regular servicing of all machines plus emergency call facilities.

Leases on new units extend for original periods of 12, 18, 24, or 36 consecutive months, with a minimum rental period requirement of two-thirds of the maximum original lease time. Leases can be renewed for additional yearly periods.

#### Merchants Adds Warehouse

A new warehouse at 4007 Crittenden Dr., Louisville, Ky., has been added to the distribution facilities of Merchants Chemical Company, Inc., New York, according to Lemuel Skidmore, president.

The new warehouse will carry the complete Merchants line of industrial chemicals, drycleaning and laundry supplies. C. M. Morgan is acting district manager of the Louisville territory.

#### Vic Holds Educational Clinic at Minneapolis



Displays and demonstrations highlighted the educational clinic sponsored by Vic Cleaning Machine Co., 1313 Hawthorne Ave., Minneapolis, Minn.

Plantowners and operators attending the two-day clinic saw the Vic 100-pound automatic drycleaning unit and the complete line of the company's cleaning machines, boilers, spotting, pressing, and other production equipment.

The program included talks by several leaders in the industry. The photograph above shows P. C. McCutcheon of Dow Chemical Company as he spoke on "Opportunity Needs Promotion."

#### Executive Advises Executives

Minutes of a recent meeting held for executives of Checker Cleaners and Michigan Cleaners, Chicago, include many points that may be of interest to others in the cleaning industry. Louis Hollman of Michigan Cleaners offered the following profit-building suggestions:

1. Regular weekly meetings for executives help produce ideas for improving business, quality of service and economy of operation.

2. Since economy is a top factor in a profitable operation, try to pay the lowest price for supplies. Getting competitive prices is an aid in finding out if you're paying a low price. It's also necessary to make sure that materials are not being wasted. Wasting small



"I wish you'd quit referring to me as a pickpocket, Mr. Blackford."

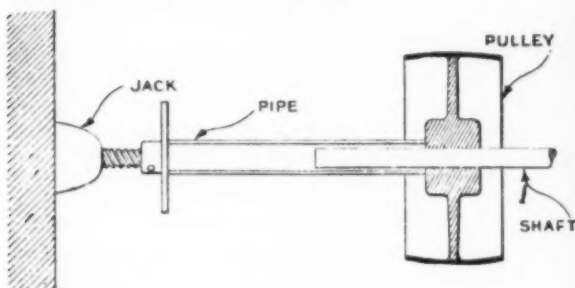
amounts of gas, fuel oil, steam, hangers or bags can add up to big losses at the end of the fiscal year. Since the percentage of profit in the cleaning industry is small, it must be watched carefully.

3. Cooperation and understanding build goodwill. If you see that someone isn't doing his job properly, it's a good idea to find out if he really knows what is expected. Talking things over is one way to clear up doubts and solve a problem. And no job is too unimportant to interest the successful executive.

4. You can gain the respect of your employees by setting a good example. The executive who is a clock-watcher can hardly expect to get a good day's work from his staff.

5. The top man in a business can't depend blindly upon his supervisors. Frequently, a person who may appear to be loyal and trustworthy—a good worker—may not be doing a topnotch job. That's where the personal alertness of an executive comes into play. It's up to him to ensure the efficiency of his employees.

## Jack for Forcing Jobs



Among the plant tools there is very likely a screw jack or some other kind of jack, also an assortment of metal pipes. These are all the tools needed for doing a wide range of forcing jobs such as forcing sheaves, bearings, gears, pulleys, etc., on to or off of shafts.

This sketch explains without further words how easy it is to take care of a job of this kind by means of a screw jack and ordinary standard pipe.

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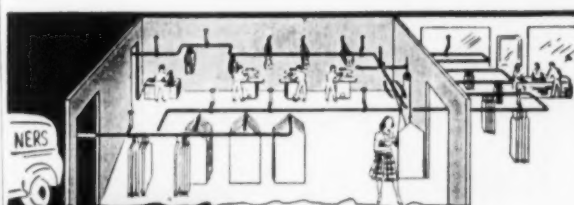
canvas baskets, trucks, hampers, extractor covers and bags

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SAVE UP TO 50%  
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Simple installation procedure  
shown step-by-step! Shows how  
you can install-it-yourself,  
using wrench and screwdriver.

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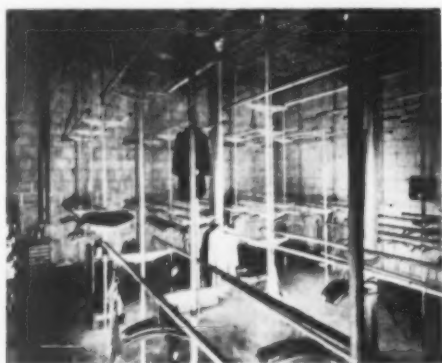
Name of Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
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**MACHINE COMPANY Inc.**

14th St. & Lafayette Ave., Kenilworth, N. J.

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For 1954 FUR STORAGE & FUR CLEANING PROFITS



A Fur Vault such as illustrated will make Extra, Worry-Free Profits for you. This Vault was planned, manufactured and installed by "Reliable" engineers and has returned cost to owner **MANY TIMES OVER** in a short period. Let "Reliable" do the same for you.

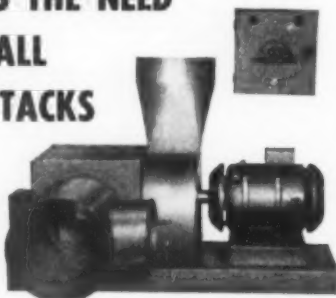
For additional information, and **FREE ENGINEERING** Services, write to **RELIABLE**. You will be well rewarded for your foresight.

**RELIABLE MACHINE WORKS, INC.**  
231 EAGLE STREET BROOKLYN 22, N. Y.

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ELIMINATES THE NEED  
FOR TALL  
SMOKE STACKS

Which Are  
Costly to  
Erect and  
Expensive  
to  
Maintain

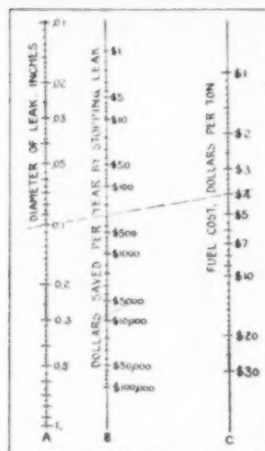


A complete "Packaged" unit, entirely automatic in operation, is very easily installed on boilers from 5 to 100 H.P. This unit will maintain desired set draft with no fluctuations due to climatic or local conditions. On automatically fired boilers, blower starts in advance of fuel burner to purge furnace of any unburned gases. As soon as desired boiler pressure is reached and automatic burner shuts off, the Kisco Induced Draft Blower also stops, thereby maintaining temperature in the combustion chamber. This effects big fuel savings, as it eliminates the cooling of furnace due to stack drafts when fuel burner is not in operation. Furnished complete with all electrical controls in separate steel cabinet.

WRITE FOR COMPLETE INFORMATION

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## Annual Cost of Steam Leaks



Here is a chart that will be found useful for estimating the annual cost of steam leaks. For example, the dotted line drawn slantwise across the chart tells us that if the diameter of the leak is 0.1 inch, and if the fuel costs \$4 per ton, the annual cost of the leak is about \$280.

First estimate the size of your leak and find the corresponding figure in column A. From that point run a straight line over to the cost of the fuel per ton (column C). The intersection of the line with column B gives the an-

nual cost of the leak.

If all the leaks in your plant, added together, totaled a hole whose diameter is one inch (the limit of this chart), connect that point in column A with the cost of your fuel per ton (column C), and column B will show what those leaks are costing per year. At \$4 per ton the loss through those combined leaks amounts to the amazing total of \$30,000.

For the sake of simplicity, this chart is based on "average steam pressure." It is true that the amount of leakage varies directly with the pressure. The greater the pressure, the greater the loss of steam for a given diameter of leak.

Should you wish to figure more accurately, based on your own steam pressure, here is an excellent rule: "Square the diameter of the opening in inches, multiply that by the absolute steam pressure in pounds per square inch, then by the cost of fuel per ton in dollars, and then by 29.2." The result is the annual loss in dollars. This rule is based on the assumption that one pound of fuel will evaporate six pounds of steam.

## Standards for Cleanability

(Continued from page 110)

need for wetcleaning is deemphasized, we shall in time lose the very real advantage of our craft as drycleaners. With the rapid conversion to charged-system cleaning I should think there would be much less reason to impose upon textile producers the need to make things "launderable" in addition to the requirements of dry-cleanable.

### Rayon and Acetate Standards

A big step forward in standardization which affects our industry was made last year in the adoption of minimum performance standards for rayon and acetate fabrics by the American Standards Association. We strongly supported this project out of a conviction that our relations problems will never be satisfactorily solved until we are equipped with recognized tools of measurement.

The project was sponsored by the National Retail Dry Goods Association in 1948 and was supported by some 32 organizations representing all fields of interest.



The standards comprise 51 different end-use categories of fabric. Each standard or category specifies the minimum properties required under each of three classifications. These are "washable," "wash at hand temperature" and "drycleanable." Under the latter classification the shrinkage limits and degrees of colorfastness to drycleaning, perspiration, sunlight, atmospheric gasses, etc., are specified.

With the adoption of these standards we have gone a long way toward taking some of the guesswork out of what properties a textile should have to give reasonably satisfactory performance in use. ■ ■

## PEOPLE AND PLACES

### NORTH CENTRAL



R. E. Krogstad plans to construct a drycleaning plant in Moose Lake, Minn.

Lloyds Cleaners and Furriers announces its opening in a new location at 12th and S. Grand, Springfield, Ill.

Carl Schelin, owner of Model Dry Cleaners, has installed new equipment in his Le Mars, Iowa, plant.

More than 500 people attended the grand opening of Kleinschmidt's Drive-In cleaning plant, 2104 N. Locust, Sterling, Ill. Ben and Sid Ratskoff are the proprietors.

New equipment has been installed by W. C. Bussing, Jr., owner of Excello Cleaners, Fifth St., Evansville, Ind.

John H. Whetstone plans to open Whetstone Cleaners at 115 N. Sandusky Ave., Upper Sandusky, Ohio.

Service Cleaners, 1406 Prairie Ave., Des Plaines, Ill., has purchased new cleaning equipment.

Francis O. Walker has incorporated Quick Service Cleaners and Shirt Laundry, Inc., in Green Bay, Wis.

Opening of the Wakarusa (Ind.) Cleaners was planned for September 17 by Harry Ralston, owner.

Kenneth D. Holman has purchased the interest of his partner, W. J. Norvell, in the

Model Cleaners and Laundry establishment, Wilmington, Ohio.

Grand opening of a drive-in curb service was celebrated by Park Ridge Cleaners and Dyers, 283 Busse Highway, Des Plaines, Ill. Paul Sulak, son of the owner and general manager of the firm, has modernized the plant and has installed new equipment.

Riverview Cleaners has opened a new drive-in drycleaning and laundry station at E. Seventh and Lafayette, St. Paul, Minn. Richard Lundholm is the owner.

O'Dea's Cleaners, Toluca, Ill., has opened in a newly remodeled plant after its former plant was destroyed by fire.

Raymond Thiss has sold his one-third interest in Whiteway Cleaners, Rochester, Minn., to the other partners, Dr. Robert Tenner and Peter M. Rauert.

Formerly known as Continental Peerless Cleaners, the cleaning establishment at 605½ N. Main St., Bloomington, Ill., has been renamed O'Neill's Dry Cleaning Service by Madeline O'Neill, the new proprietor. Miss O'Neill purchased the business from H. C. Cobb.

Augusta (Ill.) Cleaners has installed new drycleaning equipment.

A. J. Johnson, owner of Johnson's Shoe Rebuilders and Spic and Span Dry Cleaners, 123 E. College Ave., Appleton, Wis., has modernized the store front

## S-T-O-P "Guard" Problems with SNA-PON

### SNA-PON...Stays On!

It's a fact! The patented construction of this special trouser guard assures its staying on the hanger. SNA-PON can't buckle or slip. Heavy construction assures rigidity; rigid tubular shape holds firm. And this deluxe advantage saves handling time—SNA-PON just

**snaps**

on! It is the answer to the need for a trouser guard that STAYS ON!



SNA-PON is boxed for space saving storage. Each SNA-PON Guard is approximately 1/2-inch round—packed 2500 to carton. Carton size is 25"x16"x16". Shipping weight, 40 lbs.

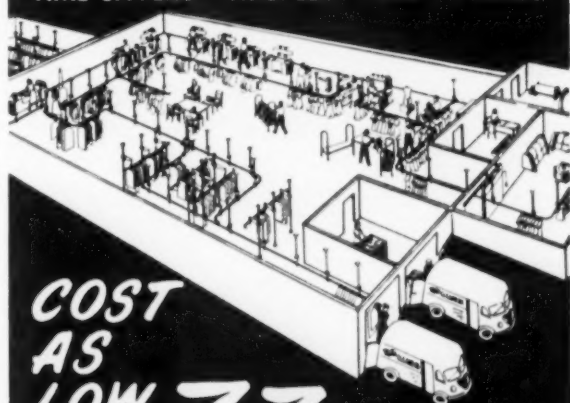
NOTE: With production at capacity, all orders will be filled in the order received.

Contact Your Jobber, Please

**TILLERY CONTAINER CO.**

6000 WILSON AVE. KANSAS CITY 23, MO.  
Manufacturers of Quality Trouser Guards

## TIME SAVERS' "HI-SPEED" RAIL FITTINGS



**COST AS LOW AS 77¢ per ft.**

The most Practical and Economical Conveyor System for transporting garments within your Plant.



**TIME SAVERS, INC.**

83-99 WALNUT STREET  
MONTCLAIR, NEW JERSEY

<b>TIME-SAVERS</b>	
83-99 Walnut St., Montclair, N. J.	
GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS	
NAME _____	
FIRM NAME _____	
ADDRESS _____	
CITY _____	STATE _____
NAME OF JOBBER _____	

## STOP COSTLY MIX-UPS ON MULTIPLE ORDERS!



**TWIST-EMS**

*The Original*  
**Hanger Tie**

*Clean Clothes Don't Linger... Clean Clothes Don't Linger... Clean Clothes Don't*

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED

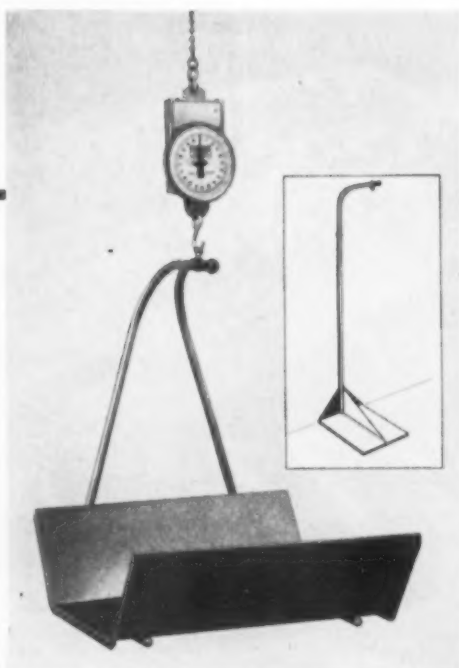
into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are faster and easier to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

**GERMAIN'S**  
SINCE 1871  
TWIST-EMS DIVISION

**GERMAIN'S, INC., TWIST-EMS DIV.**  
Dept. N-11, Los Angeles 21, California



**NU-WEIGH ECONOMY HANGING SCALE \$39.75**

Ideal basket-scale for selling service by weight, approved by Dept. of W. and M. Capacity up to 100 lbs. Suspend anywhere or order stand for \$15.00. See your jobber.

**NEWHOUSE CO.** 3827 San Fernando Rd.  
Glendale 4, California.

We want 30 **DEALERS** to sell  
exclusive our

1. "TAG FAST" NUMBERED TAGS
2. "NO WRITE" INVOICES
3. CLEANERS AUTOMATIC STAPLER

For complete information write

**Flash Fast Marker Co.**  
994 Dover Ave., Akron 20, Ohio

of his establishment and has added new finishing equipment.

A shirt laundry has been added to Olde Towne Cleaners, 1953 Maple Ave., Zanesville, Ohio.

Preferred Cleaners, Chicago, Ill., has moved from 1907 E. 79th St. to 1913 E. 79th St.

Uptown Cleaners & Launderers, Milwaukee, Wis., has opened its seventh unit, opposite the Southgate shopping center. The company plans an eighth store, in the Bay Shore shopping center on N. Port Washington Rd.

Mr. and Mrs. Virgil Bryant, owners of New Method Cleaners, have purchased new equipment for their Mt. Sterling, Ill., plant.

Construction has begun on an addition to Reed's Dry Cleaning, 418 W. 32nd St., Ashtabula, Ohio. The plant is owned by Mr. and Mrs. Vance Reed.

Victor M. King and Catherine Asa have purchased Busy Bee

Cleaners, formerly Fashion Cleaners, at 4961 W. 95th St., Oaklawn, Ill.

Liberty Cleaners, Charleston, Mo., has been sold to Budget Laundry, East Prairie, Mo., owned by J. T. Bruce and Bob Bush. Mr. Bush will manage the Charleston establishment.

The new Edgewood Dry Cleaners will be opened on State Rd., Ashtabula, Ohio, by Ronald and Robert A. Severa.

J. A. Locus Cleaners and Tailors, Collinsville, Ill., is celebrating its forty-fifth year in business. The establishment is operated by Leonard Locus, son of the founder, and D. C. Grimm, his brother-in-law.

Clara and George Hartz have sold their cleaning business in Mascoutah, Ill., to Walter Hassebrock, a former employee.

Rod Zivney and Bob Kantors have purchased Quick Cleaners, located on Highway 30 and County Trunk BB, Oconomowoc, Wis., from A. C. Lange.



**SOUTH WEST**

Fred A. Boothman, sales manager for Owl and College Cleaners, has reported that a \$30,000 modernization program has been completed. New equipment has been installed in the firm's main plant at 1625 Del Paso Blvd., North Sacramento, Calif.

Hill City, Kans., from Mr. and Mrs. Bob Spencer.

C. W. Gorman is the new owner of City Cleaners, Mabank, Tex. He purchased the business from Parker Melton.

David V. Jolly announces the purchase of Modern Cleaners,

Raimond Cleaners, owned by Mr. and Mrs. Edward Raimond, has opened in Atascadero, Calif.

Enloe's Cleaners, 121 Kingsmill, was destroyed in a \$100,000 fire that swept through a half-block of the downtown Pampa, Tex., business area.

Spic and Span Cleaners, Medicine Lodge, Kans., owned by Maurice Gherr, has reopened after redecoration.

A new valet service has been opened at Raisin's Market, 3351 Tweedy Blvd., South Gate, Calif.

Announcement has been made of the purchase of Kennedy Dry Cleaners, 105 N. Third St., Temple, Tex., by J. C. Hamill.

A fire destroyed the City Cleaners plant, owned by Norval Starr, Nickerson, Kans. Loss was estimated at \$12,000.

Frederick Tillinghast III has opened Bachelor's Haven, a drycleaning establishment, on the Sunset Strip, Los Angeles, Calif.

Bill Bryan has announced the purchase of Cloud Cleaners, Garland, Tex., from C. E. Cloud. The firm's new name will be Fashion Cleaners.

Garnett Cleaners, Ottawa, Kans., has been sold by Bill Livingston to Rev. and Mrs. Phil Wahl.

Construction has begun on an addition to the Zenith Cleaners and Launderers plant, Carroll and Columbia, Dallas, Tex., according to T. E. Milholland, president.

Albert Darsa has announced the opening of Prince Albert Cleaners, 6806 La Tijera Blvd., Inglewood, Calif.

Parisian Cleaners, owned by Mrs. Bertha Crider and her son, Alton Crider, has opened at 2401 Stonewall St., Greenville, Tex.

Robbie Johns has purchased Comer Cleaners, 809 Broadway, Plainview, Tex.

A new front is planned for Daniels Cleaners, 900 N. 18th St., Kansas City, Kans.

Princeton Head has purchased Hoffman Cleaners, Crane, Tex., from Mr. and Mrs. Hugo Huffman.

Margaret Clutter has opened Margaret's drycleaning establishment, at 729 Pearl St., La Jolla, Calif.

Mr. and Mrs. Jim Schelin and Buck Albertson, owners of American Cleaners and Shirt Salon, Hutchinson, Kans., have opened an office in Nickerson, Kans. Mrs. Schelin will manage the new substation.

H. E. Speer is the new owner of Gulf Cleaners, 618 23rd St., Galveston, Tex. Mr. Speer purchased the business from W. J. Guthrie and J. M. St. Clair.

Paul W. Plannette and Keith E. Thompson have announced the dissolution of their partnership in Dependable Cleaners, Yreka, Calif.

Oriental Cleaners-Launderers, Dallas, Tex., is celebrating its sixtieth anniversary. Otto Herold, the founder, is chairman of the board, and Alvin Herold, his son, is president of the company.

Mr. and Mrs. Jack Rosen announce the sale of Tip Top Cleaners, Petaluma, Calif., to their son, Les Rosen.

Mrs. B. B. McNair has joined her brother, David Welch, as a partner in Perfecto Cleaners, Woodville, Tex.

Curtis Cleaners, Wamego, Kans., has completed remodeling and rearranging the plant. New cleaning and finishing equipment has been installed.

## NO LINER NEEDED

### with GROSS STAR ALUMINUM GRID-PLATES



up to 46" \$14.85  
mushroom 11.00  
over 46" 19.25  
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

**GROSS STAR GRID PLATE** for Better Pressing  
L. BEHNSTOCK CO. TEL.  
1700 S. STATE ST. CHICAGO 16, ILL. DANUBE 6-6022

## FLUORESCENT LIGHTING

Fixture Using two 40 Watt Lamps ..... \$11.00


### CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street New York 7, N. Y.

## CASH IN ON DRAPERY SEASON WITH

### The Anderson EASY-LOCK Drapery Protector

—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned



#### How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

Shown open and closed

Hooks locked in—ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place—material cannot be damaged. After cleaning, pull top up—twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.

**NOW IN USE BY MANY LEADING DRY CLEANERS**  
check must accompany order  
**\$12.00 a doz.**

**NOW MORE RUGGED and PLATED AGAINST RUST**

**ANDERSON SPECIALTY MFG. CO.**  
5 Hunt Rd., W.E., Jamestown, N. Y.

Gentlemen,  
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**NORTH EAST**



Joanne Cleaners and Dyers has opened at 349 Newbridge Rd., East Meadow, N. Y.

A new M-L Drycleaning plant to replace one destroyed by fire has been completed at Chestnut and Fifth Sts., Shamokin, Pa. Morris Lashay, the owner, plans

additional building projects, including garages and a fur storage vault, for next year.

The Warren, Pa., plant of Park-Pearl Cleaners, Inc., Jamestown, Pa., has been sold to Wilford A. Meleen, local plant manager.

**Insurance**  
*at COST!*

**for Thirty-seven Years**

*"Does your insurance pay you dividends?"*

**NATIONAL INDEMNITY EXCHANGE**  
**NATIONAL FIRE INSURANCE EXCHANGE**  
3820 Washington Boulevard, St. Louis 8, Missouri



## The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

**BERTSCH & CO.**

CAMBRIDGE CITY  
• INDIANA •

**TAG-O-LECTRIC**

DC97  
CL 123456  
CL 5379

Now! Precision power stapling, single or double, for No. 1 or No. 1/2 tags.

**TEXTILE MARKING MACHINE CO., Inc.**  
246 Walton St., Syracuse 2, N.Y.



## Stadham PRESS PADS and COVERS

For quality pressing—better fabric finishing always use Stadham products. They're longer wearing . . . produce more quality work economically . . . cost less. A style for every type and make of press or puff iron.

Write for name of your distributor.



**STADHAM**  
COMPANY, INC. • HEXAGON DIVISION  
1800 N. N. HIGHWAY 204, STREET, PHILA. 22, PA.

PAID ADVERTISEMENT



Saf-tee Dry Cleaners, part of a chain that serves southern New Jersey, has opened a branch at 7 S. Broad St., Woodbury. Ira Wirt is in charge of the local plant.

A business certificate has been filed by Kenneth L. Abare and Howard A. Shaw, operating Triangle Tailors and Cleaners at 40 School St., Athol, Mass.

White Cleaners and Launderers has leased space in a new 13-story building on Spencer Pl., Scarsdale, N. Y.

Elmer Lackey has filed an application to operate Modern Dry Cleaners, 588 North St., Meadville, Pa.

Mr. and Mrs. W. D. McClelland and Mr. and Mrs. Morris Cole have bought the Rite Way Dry Cleaners, Pequannock, N. J., formerly owned by Morris Schafer.

An enlarged and remodeled drycleaning plant was opened by Reliable Cleaners at 214 W. Central St., Natick, Mass. Nathan Zatz, son of the founder, is in charge of the plant.

French Cleaners & Dyers, owned by Mr. and Mrs. Joseph Livermois, has moved from 38 N. Broadway to larger quarters at 68 N. Broadway, Yonkers, N. Y.

Robert W. Duda has applied for a certificate for the conduct of a drycleaning establishment, known as Duda's Pert Cleaners, at 5161 Butler St., Pittsburgh, Pa.

M. C. Cleaners & Dyers, 131 Oak St., Yonkers, N. Y., has started excavation for a new drycleaning plant at 336 Nepperham Ave. Angelo Mecurio is head of the organization. Peter Mercurio, his son, will manage the business at the new location.

## NORTH WEST



Mr. and Mrs. Harry Dean have purchased Best Cleaners, Sedro Wooley, Wash., from Mr. and Mrs. Ed. Lewis.

Frank A. Williams announced the opening of a new drycleaning establishment at 2533 N. 48th St., Lincoln, Neb.

Mr. and Mrs. L. Willard Jensen and Mr. and Mrs. Gordon G. Sherman have purchased Boyd's Cleaners, S310 Cedar, Spokane, Wash., from Mrs. Harry B. Boyd.

Mr. and Mrs. George Ellis announce the opening of Prairie Drycleaners, located in the

Hugo Miller Building, McLaughlin, S. D.

P. D. Willis, owner of Star Cleaners, Aurora, Ore., sold his branch office at 381 S.W. First St., Canby, Ore., to Mrs. G. K. Bair, who is now operating the establishment as Bair's Cleaning Service. Mrs. Bair was formerly in charge of this office.

Peninsula Cleaners, Ilwaco, Ore., was purchased by Mr. and Mrs. Robert Maddin from Al Williams. Bob Maddin will be associated with his parents in the operation of the establishment.



## SOUTH EAST



Mr. and Mrs. Hansel Durrance have purchased Dan's Dry Cleaning from Dan Touchton. They are changing the firm's name to Trenton (Fla.) Dry Cleaners.

Fladland's Dry Cleaners has opened at 1939 43rd Ave., Vero Beach, Fla. The business is owned by George Fladland.

E. O. Farabee has opened the Odell Farabee Dry Cleaning and Fur Storage plant on W. Inness St., Salisbury, N. C.

James W. Veasey, owner of Veasey's Cleaners, 2617 W. Cervantes, Pensacola, Fla., has installed a two-way communi-

cation system to be used between his trucks and plant.

Joe Jones has purchased Okeechobee (Fla.) Cleaners from Paul Davis.

Charles A. Gay, Jr., plans to open a drycleaning and laundry establishment on Scenic Highway, Frostproof, Fla.

Vogue Dry Cleaning Co., owned by Reid and Don Leonard, has opened at 122 E. Inness St., Salisbury, N. C.

Ace Cleaners, owned by Mr. and Mrs. James Smith, has moved from 312 W. Colonial Dr., Orlando, Fla., to 935A S. Kuhl Ave.

## DOMINION of CANADA



Damage estimated at more than \$12,000 was caused by a fire at Roy's Cleaners, Hull, Ont. Origin of the fire is not known.

Five new links in the Vancouver, B. C., chain of Spotless Stores have been planned. Gen-

eral manager Louis Zacks said new stores will be opened in Chilliwack, Mission, Abbotsford, Haney and Langley.

R. and D. Cleaners has opened a new plant in Thorold, Ont. The L-shaped building provides 2,000 square feet of floor space.

## OBITUARIES

Matthew M. Aiken, 72, president of Pilgrim Laundry, Inc., Brooklyn, New York, died suddenly in Asheville, North Carolina. During the 53 years that Mr. Aiken was associated with Pilgrim, he rose from operating employee to president in 1946. In addition to his activities in the laundry field, Mr. Aiken was interested in civic and social work, serving on the board of directors of the Brooklyn Home for Aged Men and Women and as a member of the Brooklyn Chamber of Commerce. Surviving is his wife.

William F. Beaton, past president of The Connecticut Launderers & Cleaners Association, Inc., and head of the Nonpareil Laundry, New Haven, died recently.

H. D. McGee, 65, former operator of a drycleaning establishment in Kilgore, Texas, died there recently.

## DRYMASTER

## DRYING CABINET

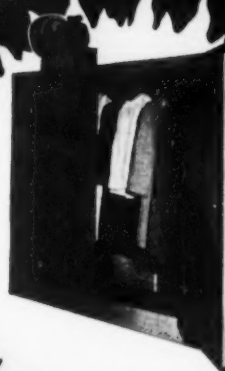
Features exclusive Heatmaster

heating unit with Hopkins

Turbo-duct up-draft system. Triple "aircel"

Insulation. Sturdy hardware. Sliding or

swinging door available.



Write for catalog and prices.

*Hopkins*

EQUIPMENT CO.  
HATFIELD, PA.

## Paulin Products



New self sealing Dress Bands. Dresses look like new when delivered with a "Paulin Dress Band" around the waist. Neater, more slender look with the added plus of your name on the buckle. Choice of colors.

### SELF-SEALING HANGERS

No messy glue, adhesive sticks without dampening. Paulin hanger covers are whiter, stronger, tighter, faster, neater and CHEAPER. Your choice of message, color.

### ROLL-O-TROUSER GUARDS®

Fit any type wire hanger. Easy to slip on. Will stay on. Tubular design completely surrounds hanger cross bar, thereby providing greater added strength. Quickly applied and forms a permanent and rigid support for trousers.

### TROUSER SADDLES

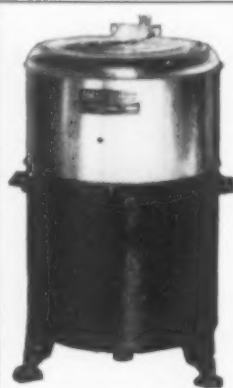
Because of its "U" shape and extra depth, this guard will not tip or fall off the hanger even when garments are packed closely together on the cleaner's racks.



**PAULIN PRODUCTS CO.**

4444 Lawndale Ave.

Lyons, Ill.



## BOCK EXTRACTOR

Insist On A Bock  
and  
You Will Have The Best  
We have made Extractors  
Exclusively For 35 Years

Sizes 15" 17" 20"

**BOCK LAUNDRY MACHINE CO.**  
TOLEDO 2, OHIO

The success of others with . . .  
**DEKALB** warrants an inquiry from YOU!

Monarch Laundry & Dry  
Cleaners — one of the  
country's largest—depends  
on a fleet of 60 DeKalb  
Body equipped trucks to  
make its deliveries. De-  
sign, appearance, rugged  
construction, roadability,  
capacity and economy—  
all influenced Monarch's  
decision to buy DeKalb.



WRITE FOR FREE  
CATALOG CD-1

**DEKALB**  
COMMERCIAL BODY CORPORATION  
DEKALB • ILLINOIS

## THERMOTEX

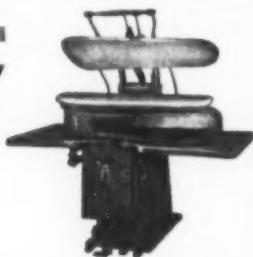
The Miracle Cover Cloth. Outwears—Out-  
lasts—Outfinishes All Other Press Cover  
Cloth. Proved Best On Thousands  
Of Laundry & Dry Cleaning  
Presses, Outlasting  
Next Best Cover  
Cloth.

2 to 1

Order from  
**H. KOHNSTAMM & CO., INC.**  
83-93 Park Place, New York 7, N. Y.  
11-13 E. Illinois St., Chicago 11, Ill.

## NOW "The CONVAIR"

Converts your old,  
slow-moving  
Foot-Press into  
a fast, efficient  
Air-Operated Press  
for only \$300.



Write for Details NOW!

**NEW YORK PRESSING MACHINERY CORP.**  
880 BROADWAY NEW YORK — 3

of a heart attack. Surviving are his wife, a son, and two daughters.

Soren C. Sorensen, member of the National Institute of Rug Cleaning and past director of the ninth district, died recently. Mr. Sorensen, who was also president of the American Rug Laundry, Minneapolis, Minnesota, is survived by his wife and three daughters.



E. T. TAKAMINE

Eben T. Takamine, 63, president of Takamine Laboratory, Inc., Clifton, New Jersey, died recently. Born in Tokyo, Japan, of American and Japanese parentage, Mr. Takamine was brought to the United States when he was one year old. Like his father, the late Dr. Jokichi Takamine, Mr. Takamine contributed greatly to the growth of the enzyme industry.

Milton Vatkin, 39, former owner of the Modern Method drycleaning establishment, Wauwatosa, Wisconsin, died recently of a spinal ailment. He is survived by a brother.

## MEETINGS SCHEDULED

November 4, 5 and 6—Laundry and Cleaning Association of the Carolinas, Georgia and Florida, Annual Convention, Sheraton-Plaza Hotel, Daytona Beach, Florida.

November 6, 7 and 8—Ohio State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Dayton.

November 27, 28 and 29—Illinois State Cleaners and Dyers Association, Annual Convention, Leland Hotel, Springfield.

December 4, 5 and 6—Indiana Drycleaning and Laundry Institute, Annual Convention, Claypool Hotel, Indianapolis.

December 5—Garment Dyers Guild of America, Annual Convention, Netherlands Plaza Hotel, Cincinnati, Ohio.

December 6—Wisconsin Dry Cleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1954

January 8, 9 and 10—Drycleaners Association of the Dakotas, Annual Convention, Marvin Houghitt Hotel, Huron, S. D.

January 15, 16, 17 and 18—National Institute of Rug Cleaning, Annual Convention and Exhibit, McAlister Hotel and Miami Auditorium, Miami, Florida.

January 22, 23 and 24—Louisiana Laundry and Cleaners Association, Annual Convention, Alexandria.

January 30 and 31—Oklahoma Association of Cleaners and Dyers, Annual Convention and Exhibit, Hotel Tulsa, Tulsa.

February 11, 12, 13 and 14—National Institute of Drycleaning, Annual Convention and Exhibit, National Guard Armory, Washington, D. C.

February 25—New Jersey Laundry and Cleaning Institute, Annual Convention, Essex House, Newark.

February 26 and 27—Utah State Cleaners Association, Annual Convention, Newhouse Hotel, Salt Lake City.

# NATIONAL MARKET PLACE

## Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

### CLEANING PLANTS FOR SALE

**LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** **RICHARD J. MULLER—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016.** 1451-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

**WELL-ESTABLISHED SOLVENT PLANT in OHIO,** county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS: Box 5244, NATIONAL CLEANER & DYER.** -2

For Sale—Drycleaning business, cash-and-carry, 2 locations, store and drive-in, growing Ohio city. Annual volume \$60,000 plus laundry agency, profits well above industry average, good equipment, fur storage vault, price \$55,000. **ADDRESS: Box 5642, NATIONAL CLEANER & DYER.** -2

Western Pennsylvania, county seat—Well-established solvent plant, also large fur vault and stores. Established 20 years. Does annual business of \$140,000. Owner retiring. Will sell with or without real estate. **ADDRESS: Box 5645, NATIONAL CLEANER & DYER.** -2

**FOR SALE:**—Modern equipped and thoroughly established drycleaning plant. Irrigated, oil and ranch region. City of 10,000. Reason for selling, failing health. Priced for immediate sale. **ADDRESS: "THE" Cleaner, c/o Arnold Weil, Miles City, Montana, Phone: 49.** 5679-2

Solvent retail plant in northern New Jersey, established 30 years, grossing \$60,000 annually. Up-to-date equipment, two trucks, ideal location. It's a bargain! **ADDRESS: Box 5693, NATIONAL CLEANER & DYER.** -2

Small cleaning plant in best factory town in Tennessee. Population 15,000. Located uptown on main street. All equipment in excellent condition. New gas boiler. Ideal for man and wife. Grossed \$11,332 first six months of 1953. Priced to sell. **ADDRESS: Box 5694, NATIONAL CLEANER & DYER.** -2

**BEST-EQUIPPED PLANT** in growing Florida city. Including real estate, \$55,000 with terms to responsible purchaser. Write: **Box 5695, NATIONAL CLEANER & DYER.** -2

Cleaning plant ultramodern "exclusive", cash-and-carry, on San Francisco Peninsula. Sacrifice for quick sale. Room for expansion and outlets. **ADDRESS: Box 5696, NATIONAL CLEANER & DYER.** -2

Completely equipped solvent plant, \$120,000 gross. Call office, routes, wholesale. Located in one of the fastest growing areas in southern California. Business increasing each quarter. \$20,000 to handle. **ADDRESS: Box 5697, NATIONAL CLEANER & DYER.** -2

For Sale:—Modern cleaning plant, doing good business, located in town over 10,000. Priced for quick sale, due to illness. **ADDRESS: Box 5714, NATIONAL CLEANER & DYER.** -2

**SOUTHERN CALIFORNIA** beach area—**COMPLETE** cleaning and dyeing plant, established 14 years, only one in fast-growing town. Ideal set-up for a couple. Equipment and buildings in excellent condition, also income property on premises. Owner retiring. For details write: **Joe De Bona Co., Realtors, 339 North Beverly Drive, Beverly Hills, Calif.** 5702-2

Modern drycleaning plant, edge of town; real estate consisting of block on main street, used for store. Established 25 years; only 2 plants in town of 8,000. Real estate, equipment and business \$75,000, half down, balance on terms. **ADDRESS: Box 5715, NATIONAL CLEANER & DYER.** -2

Solvent plant in central Illinois county seat. All new equipment and building. Gross \$35,000, will sell for \$20,000. **ADDRESS: Box 5722, NATIONAL CLEANER & DYER.** -2

Modern Drycleaning Plant and Fur Storage Vault. This plant making \$1,000 a month and is located in a good north Texas town of 20,000. Good transferable lease and the best of locations. All equipment good with 1951 sedan delivery. Walkout price \$20,000, which includes take on storage vault. This plant made money entire Summer. **ADDRESS: Box 5727, NATIONAL CLEANER & DYER.** -2

Drycleaning plant fully equipped. Six years old. New Pantex cleaning unit installed 1952. Located in West Palm Beach, Fla. Year-round business on main road to Palm Beach International Airport, permanent base. \$30,000 including real estate. Terms. **Address: Box 5729, NATIONAL CLEANER & DYER.** -2

Cleaning store, corner location. Will consider any reasonable offer. Store includes 2 Singer sewing machines; 1 National cash register; 10,000 stock tickets; 1 Hoffman X press, new, with boiler. Kitchen in rear with Frigidaire and stove. Capacity per week doing \$250 weekly. All drop trade. Three-year lease and option. **ADDRESS: Box 5731, NATIONAL CLEANER & DYER.** -2

**DRYCLEANING PLANT** in beautiful Ojai Valley, Ventura County, Calif. Completely modern 140F unit. Wholesale and retail. \$400 weekly. Cash-and-carry. Expanding rapidly. Air-conditioned building, \$75 month rent. Long lease. Reasonable offer accepted. Ill health forces immediate sale. Write: **Box 445, Oakview, Calif.** 5732-2

**DRYCLEANING PLANT** in Milwaukee, Wisconsin. Established 20 years. Wholesale and retail. \$100,000 yearly volume. Well-equipped solvent plant, located in center of fast-growing territory; includes machinery, delivery equipment, 60 x 120 building and additional land for expansion. Price \$60,000. **ADDRESS: Box 5733, NATIONAL CLEANER & DYER.** -2

**FLORIDA**—Cleaning and pressing plant in excellent location. Immediate income from best seasonal business in fastest growing area between Palm Beach and Miami. Total price for business and equipment with low-rent lease \$15,000, terms. **R. E. BATEMAN, Realtor, Box 637, Pompano Beach, Florida, Phone: 7176.** 5734-2

Charleston, W. Va., Established 1917. Fully equipped solvent plant grossing over \$125,000. Cash-and-carry outlets and trucks covering eight counties. Long lease. Small down payment and liberal terms. Owner retiring. **Gardner's, 407 E. Washington St., Charleston, W. Va.** 5735-2



## CLEANING PLANTS FOR SALE (Cont'd)

Solvent plant, buildings and equipment, very modern. Located in Wisconsin industrial city. Same ownership for forty years. Present equipment capable of handling \$2,500 weekly. Price \$65,000. ADDRESS: Box 5736, NATIONAL CLEANER & DYER. -2

**SOUTHWEST**—Well-established Hoffman plant, using 4% charged system. Last year's volume \$45,000. Equipment some 5 years old, some only 1 to 2 years old, adequate to handle more volume. Attractive buy at \$30,000. Buy or lease property. Reason for selling, doctor's orders. For details write: Clark Cleaners, 126 N. Silver, Deming, New Mexico. 5738-2

Selling San Marcos (Texas) Laundry and Cleaners. Permanent population 10,000 plus two colleges, resorts and Gary Air Force Base (6,000 personnel). Two years old. Spacious Canadian Cedar Shakes building, redwood trim, lovely apartment attached. 20 Bendix washers; 2 Bock extractors; 2 Huebsch tumblers; 1 Bendix rotary ironer; Vic perk plant; 2 presses; dress form; spotter and finisher, puff, and shirt unit complete; Kisco boiler and Amership water heater, copper piping. Everything and only the best. Owner lives elsewhere, engaged in other full-time business. Write or call: J. A. Newborn, Jr., Box 1572, Beaumont, Texas. 5739-2

**FOR SALE OR LEASE**—Small 140F drycleaning plant in industrial section of western Pennsylvania. Volume \$500 to \$600 weekly. Cash-and-carry. Ideal for couple or man with family. ADDRESS: Box 5753, NATIONAL CLEANER & DYER. -2

Mercury plant, completely equipped, cash-and-carry plant in nation's fastest growing city. Located in heart of business district of **LAS VEGAS, NEVADA**. Gross approximately \$1,600 per month, \$1.50 prices. For fast sale, \$13,500. Sparkle Cleaners, 814 Fremont, Las Vegas, Nevada. 5754-2

Modern well-established solvent plant in southwestern Michigan. Completely equipped. Volume over \$50,000. 65% cash-and-carry. 1 truck route. \$15,000 down. ADDRESS: Box 5755, NATIONAL CLEANER & DYER. -2

Well-established drive-in synthetic plant in northern California. All cash-and-carry. \$400 net weekly. Prices \$1.50 and up. Modern equipment. Good long-term lease. Price \$35,000. ADDRESS: Box 5756, NATIONAL CLEANER & DYER. -2

**SANITONE** modern drycleaning plant, fully equipped, trucks, 2 stores, near Boston, Mass. Long-established. Reason for selling, other interests. Further information write: Box 5757, NATIONAL CLEANER & DYER. -2

Fully equipped cleaning plant in Phoenix, Arizona, doing better than \$60,000 per year. With or without building priced to sell, easy terms. ADDRESS: Box 5758, NATIONAL CLEANER & DYER. -2

For Sale:—Synthetic plant in southern Florida, \$65,000 volume, 5-year lease. Exceptional buy for man who can do own spotting. Reason for selling, insufficient working capital. Price \$29,500. ADDRESS: Box 5759, NATIONAL CLEANER & DYER. -2

**LOOK THIS ONE OVER**—\$15,000 to \$20,000 profit, beautiful, compact plant. Ready to retire. \$15,000 cash, \$15,000 terms. Albany, N. Y. ADDRESS: Box 5760, NATIONAL CLEANER & DYER. -2

Modern solvent cleaning plant, 4 years old, with sub-station, in suburb of Houston, Texas. Grossing \$40,000 yearly, cash-and-carry. All machinery installed new. Will sell for \$17,000. ADDRESS: Box 5762, NATIONAL CLEANER & DYER. -2

**TO SETTLE ESTATE**—Widow will sacrifice solvent plant established thirty years, fast-growing Western city. Volume \$125,000, larger capacity. ADDRESS: Box 5763, NATIONAL CLEANER & DYER. -2

Partner's death forces sale of plant in South California, doing over \$6,000 per week. Fair equipment, fine building, terms. Fine spot for linen and industrial supply. ADDRESS: Box 5767, NATIONAL CLEANER & DYER. -2

Well-established synthetic plant in heart of New York City. Sales over the counter between \$25,000-\$30,000. Can do much better. Want to retire. Kess Cleaners, 43-20 Greenpoint Ave., Long Island City, N. Y. 5770-2

## CLEANING PLANTS FOR SALE (Cont'd)

**MODERN FULLY-EQUIPPED STODDARD SOLVENT PLANT IN BEAUTIFUL WISCONSIN CITY**. \$150,000 volume yearly and established routes plus well-established cash-and-carry stores. City is county seat, college town with U. S. airfield nearby. Good leases on buildings and stores. Personnel experts in various phases of industry all with considerable longevity. Excellent father-and-son or husband-and-wife deal. Plant in business, same location for twenty-five years. Write us about price and terms. ADDRESS: Box 5768, NATIONAL CLEANER & DYER. -2

For Sale:—Drycleaning plant in small town of about 2,000. Thriving business with no competition. Good schools and churches. Priced reasonably. Write: Mrs. Frieda Swain, South Charleston, Ohio. 5772-2

For Sale:—Fully-equipped solvent drycleaning plant, doing \$35,000 a year gross. Located on Florida east coast. Prosperous city. Wonderful location. Old-established business. Price \$24,000. ADDRESS: Box 5773, NATIONAL CLEANER & DYER. -2

Modern drycleaning plant, doing nice business, nearly new equipment. Only plant in county. \$12,000. Terms. Fisher Dry Cleaners, Ft. Sumner, New Mexico. 5774-2

## BUSINESS OPPORTUNITIES

**ARE YOU LOOKING FOR AN ASSOCIATE WITH POTENTIAL?** I want to buy an interest in a drycleaning plant, or drycleaning and laundry, doing \$2,000 per week or more. Not so much money to invest as ability to expand business. NID graduate, general and management courses. Prefer Midwestern location. Can furnish excellent recommendations. ADDRESS: Box 5744, NATIONAL CLEANER & DYER. -11

## STORAGE VAULT FOR SALE

Largest and most modern cold fur storage vault in Indiana. Capacity 7,000 coats. Complete fur business and service. Lowest insurance rate in Indiana. Vault filled to capacity at present time. A number 1 reputation. Always operated at a profit, never in the red. See "The National Cleaner & Dyer" magazine—October 1950 issue. Will sell all or 75% of stock. Very reasonable. **VOGUE FUR VAULT, INC.**, 2007 Kossuth Street, Lafayette, Indiana. Attention: Jack N. Vaughan. 5675-21

## CLEANING PLANTS WANTED

**WANTED—PLANTS—ALL KINDS**—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS.** **RICHARD J. MULLER**, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

## SITUATIONS WANTED

Manager, silk spotter, 19 years' experience, all departments, age 43, married, wants position in synthetic plant in Florida. ADDRESS: Box 5655, NATIONAL CLEANER & DYER. -5

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. ADDRESS: Box 5671, NATIONAL CLEANER & DYER. -5

Manager of petroleum plant, cleaning, pressing, spotting, training help. 12 years experience, references. ADDRESS: Box 5745, NATIONAL CLEANER & DYER. -5

Drycleaning supervisor interested in locating in the suburbs of New York City. Capable of employing the latest productive methods with quality the keynote. Fully familiar with the latest type of pneumatic presses, synthetic or petroleum systems, strong soap solution etc. Will consider a plant conducting a training program. ADDRESS: Box 5746, NATIONAL CLEANER & DYER. -5



## HELP WANTED

**SUPERINTENDENT** for drycleaning department in modern plant, central New York, capable of handling production and instructing employees in all departments. Excellent opportunity for qualified man. ADDRESS: Box 5726, NATIONAL CLEANER & DYER. -7

**WORKING SUPERINTENDENT** FOR WELL-ESTABLISHED QUALITY PETROLEUM PLANT, LOCATED IN LARGE NEW ENGLAND CITY. MUST HAVE THOROUGH KNOWLEDGE OF COSTS, METHODS, TRAINING OF NEW PERSONNEL AND WORK FLOW. EXCELLENT OPPORTUNITY FOR PROGRESSIVE, INDUSTRIOUS INDIVIDUAL. WRITE STATING COMPLETE EXPERIENCE, QUALIFICATIONS AND REFERENCES AND SALARY EXPECTED. ADDRESS: Box 5747, NATIONAL CLEANER & DYER. -7

**WORKING SUPERINTENDENT** for quality, progressive solvent drycleaning plant in central Virginia. Institute graduate preferred with at least 5 years practical experience. Must be capable of working and training help in all phases of operations. References required. Permanent position and opportunity to right man. This plant is operated under practical and successful management. Mail particulars and references to Box 5748, NATIONAL CLEANER & DYER. -7

Manager to take full charge of plant, Washington, D. C. Must have experience in all phases of plant and management operations. Good storage business. Salary plus 20% of net profit. ADDRESS: Box 5749, NATIONAL CLEANER & DYER. -7

**MANAGER** experienced for retail quality cleaning plant, New York City. ADDRESS: Box 5659, NATIONAL CLEANER & DYER. -7

**EXCELLENT OPPORTUNITY FOR FUTURE** for skilled spotter and all-around man, understanding cleaning plant thoroughly, capable of managing help efficiently. Right man could earn interest in business. Give full particulars in first letter. Albany, N. Y. ADDRESS: Box 5761, NATIONAL CLEANER & DYER. -7

**TAILOR**, all-around, permanent position for quality cleaning plant in New York City. ADDRESS: Box 5766, NATIONAL CLEANER & DYER. -7

Experienced spotter for all-new quality synthetic plant in Saratoga Springs, N. Y. Excellent salary for qualified man. Write Box 5769, NATIONAL CLEANER & DYER. -7

## MISCELLANEOUS

**ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES.** Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.**, 2610 Clay Ave., Fresno 1, California. 3476-8

**EVERYTHING IN CHEMICALS AND SUPPLIES**—Special prices on hangers, bags, safety pins, marking tags, pads and covers. Write for new reduced price list for everything in the line. **SAMUEL CHEVLIN CO.**, 3127 N. Halsted St., Chicago 14, Ill. Blittersweet 8-1492. 5285-8

**DON'T MAKE COSTLY MISTAKES PRICING GARMENTS.** SEND FOR NEW PRICING BOOK. CONTAINS 175 ILLUSTRATIONS. \$1.75, or 3 for \$5.00. **LOUIS CORRADO**, 1112 NORTH ST., NORTH READING, MASS. 5589-8

**ZIPPER REPAIRING MADE EASY!** Those "fouled-up" zippers can now be quickly restored to service by anyone without expensive tools. Easy as sewing on buttons. "How to Repair A Zipper," 30-page, well printed Instruction Manual, illustrated with 40 easy-to-understand drawings, explains in detail how to overcome common ailments of slide fasteners. Manual, together with a special repair tool, by return mail, only \$3.95. Satisfaction guaranteed. **Texas Specialty Co.**, 204-NC Texas, Texarkana, Texas. 5633-8

Business cards, \$2.50; stickers \$1.50, 1,000. Samples. Economical Sales Books. Write for prices on other work. Signal, 927NA., Los Altos, Calif. 5684-8

**BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50; 24 SUEDELEATHER ELBOW PATCHES, \$4.00; 24 KNITTED CUFFS, \$3.00.** Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. **Nassau Notionhouse**, Nassau, N. Y. 5639-8

## SALESMEN-DISTRIBUTORS WANTED

**Salesman** with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. **Bernard Sirota Company**, 620 Smith St., Brooklyn 31, N. Y. 3371-14

**SALESMEN:** Sell our tumbler thermometers and solvent temperature gauges, accurate, low priced, non-competitive. Big discounts. A prestige item. Literature and price list given to qualified applications. **Competition Chemicals**, Box 141, Iowa Falls, Iowa. 5672-14

**DISTRIBUTORS—JOBBERs** for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO.**, CLAIRTON, PA. Manufacturers of Wire Coat Hangers. 5669-14

**ATTENTION SALESMEN:**—**STA\*NU** Corporation, the fastest growing company in drycleaning history, now has openings for proven producers. Over 1,500 quality cleaning plants have been licensed to use **STA\*NU**. We are currently running the largest national consumer advertising campaign in the history of the drycleaning industry. Millions of consumers are reading about **STA\*NU**. The men we are looking for must not only be salesmen, they must be sales executives, qualified—after training—to assist their accounts in sales promotional campaigns, driver and counter girl training, incentive plans, etc. This is not an ordinary offering of a job! We are a young company with many executive positions open that must be filled by the men in the ranks. If, at present, you are unable to accept a position with us pass this information on to a friend; he will thank you for it. Liberal draw and expenses. All replies strictly confidential. Write, giving your full background. **SALES MANAGER, STA\*NU CORP.**, 110 South Dearborn St., Chicago 3, Ill. 5673-14

Salesmen now calling on cleaning trade to carry convenient money-making sideline. Easy seller. Write for details: **Bridgeport Company**, 1101 7th St., S. E., Minneapolis 14, Minn. 5712-14

**SALESMAN** with following for household and decorator's department for quality cleaning plant, New York City. ADDRESS: Box 5661, NATIONAL CLEANER & DYER. -14

**SALESMAN** and **DEMONSTRATOR** with car, to sell drycleaning soaps and specialties. Must be able to travel. Excellent opportunity for the right man. ADDRESS: Box 5750, NATIONAL CLEANER & DYER. -14

**AN EXCEPTIONAL SALES OPPORTUNITY. THE STAY-FRESH CORPORATION, CHICAGO, HAS OPENINGS IN PROTECTED TERRITORIES FOR PERMANENT REPRESENTATIVES TO SELL AND SERVICE DRY CLEANERS. REMARKABLE NEW DEVELOPMENT MAKES ALL PRESENT PRESSING METHODS OBSOLETE. MEN SELECTED ARE ASSURED OF EXCELLENT, IMMEDIATE EARNINGS, SOLID FUTURE, COMMISSION, PERMANENT OVERRIDE. WRITE FULLY. STAY-FRESH CORPORATION, 3945 N. SHERIDAN RD., CHICAGO 13, ILLINOIS. 5751-14**

## TRAINING SCHOOLS AND INSTRUCTIONS

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. **Empire Institute of Tailoring**, 442 E. 5th St., Hazleton, Pa. 3974-15

**LEARN REWEAVING.** Genuine, single-thread, invisible **FRENCH REWEAVING** does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French weaving \$15. Advanced French weaving \$10. Piece weaving (includes two instruments) \$15. Our simple, illustrated instruction sheet on Piece weaving (overweave, inweave, etc.) plus one instrument, only \$5. All the texts and two instruments \$30. Send for free information. **E. C. O'Hagan**, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio. 5286-15

Why split profits with an outsider? Do **INVISIBLE REWEAVING** in your shop yourself. We teach you in weeks. A tried and proven, easy-to-learn home study course. Details **FREE. FABRICON**, Dept. RR-11, 8342 S. Prairie, Chicago 19, Ill. 5461-15

**LEARN TAILORING, REPAIRING, DESIGNING AND CUTTING** on Men's & Women's garments. (3 Separate Books.) Free booklets describing these books sent on request. Resident Courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

We teach re-weaving by mail. New all-metal instrument. Simple comprehensive instructions. Write for particulars:—**F. S. Peters**, 2326 Izard St., Little Rock, Arkansas. 5752-15

## REWEAVING

**A. A. A. WEAVING SERVICE.** Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

The **FRENCH TEXTILE CO.** is a good company to do business with. 428 Ave. A, Rochester 21, N. Y. 5590-29

**RE-WEAVING**—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

The **FRENCH TEXTILE CO.** does the finest reweaving in tropical worsteds. 428 Ave. A, Rochester 21, N. Y. 5591-29

**"40% PROFIT WITHOUT INVESTMENT."** Send us garments with burns, rips, holes to be skillfully reweoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

The **FRENCH TEXTILE CO.** does the finest reweaving on fancy worsteds. 428 Ave. A, Rochester 21, N. Y. 5592-29

Many plantowners all over America choose to give their customers **INWEAVING** (patented process for repair of **RIPS, TEARS, BURNS, MOTH HOLES**)—performed in **WICHITA FALLS, TEXAS.** Prompt service. **LIBERAL COMMISSION.** We pay return postage. Counter signs and truck decals furnished free. **THE INWEAVING COMPANY OF AMERICA, 11th & Holliday, Wichita Falls, Texas.** 4486-29

The **FRENCH TEXTILE CO.** does the finest reweaving on sport coats. 428 Ave. A, Rochester 21, N. Y. 5593-29

**WHAT IS REWEAVING?** It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1951. **WEAVE MASTERS, INC., 413 Race St., Cincinnati 2, Ohio.** 3503-29

**FOR GUARANTEED REWEAVING** in wool garments, ship to French Textile Co., 428 Ave. A, Rochester 21, N. Y. 5594-29

**FREE SALES KIT**—Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH WEAVING-OVERWEAVING-STOTING-RE-KNITTING** service, we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24 HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE, 210 W. Van Buren St., 8th Fl., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service."** 4411-29

The **FRENCH TEXTILE CO.** does the finest reweaving on gabardines. 428 Ave. A, Rochester 21, N. Y. 5595-29

**FOR GUARANTEED REWEAVING** of moth holes, tears, cigarette burns, etc., in wool garments, ship to French Textile Co., Dept. 2, 428 Avenue A, Rochester 21, N. Y. 4598-29

**HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS.** Original French weaving, reweaving, stotting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

## REWEAVING (Cont'd)

The **FRENCH TEXTILE CO.** does the finest reweaving on tweeds and overcoats. 428 Ave. A, Rochester 21, N. Y. 5596-29

Send for **FREE** Service Kit and Pricing Chart or ship garment for estimate. A complete **WHOLESALE RE-WEAVING SERVICE** at a reasonable cost. We re-weave exact pattern back into all fabrics eliminating any trace of damage. Our fine re-weaving service will make money for you. We are not associated with any other re-weaving company. **CINCINNATI REPAIR SERVICE, 413 RACE STREET, CINCINNATI 2, OHIO.** 5462-29

The **FRENCH TEXTILE CO.** guarantees satisfaction or no charge. 428 Ave. A, Rochester 21, N. Y. 5597-29

**DO YOUR OWN REWEAVING. PROFITABLE. EASY TO LEARN. ATTRACTS NEW BUSINESS. COMPLETE INSTRUCTIONS \$35. AMERICAN REWEAVING INSTITUTE, 1018 WATKINS ST., S.E., GRAND RAPIDS 7, MICH.** 5544-29

The **Jackson In-Weaving Shoppe, wholesale and retail weavers.** Moth holes, burns, tears woven. 15% off to the trade. **Fast dependable service. One of the largest mail-order weavers in the business. Postage paid one way. 618 Home Savings and Loan Bldg., Youngstown 3, Ohio.** 5376-29

The **FRENCH TEXTILE CO.** has been doing good reweaving since 1920. 428 Ave. A, Rochester 21, N. Y. 5598-29

**ADAMS WEAVING COMPANY** the best known name in **Re-weaving.** Burns, moth holes, rips in garments, linens and sweaters. An **extra service** for you to offer with an **excellent profit.** Top quality workmanship that will avoid trouble with plant damages. **Quick and guaranteed service. ADAMS WEAVING COMPANY, 1010 Republic Building, Chicago, Illinois.** 5470-29

The **FRENCH TEXTILE CO.** does beautiful work on sweaters and knitted dresses. 428 Ave. A, Rochester 21, N. Y. 5599-29

**REWEAVING, ONE-DAY SERVICE:** Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. **American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill.** 5516-29

**REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC. REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, ROOM 607, 613 LOCUST STREET, ST. LOUIS, MO.** 5545-29

**RE-WEAVING CHEAPER THAN YOU COULD DO IT YOURSELF!** Prices 75¢ per running inch. 20% extra discount for large volume accounts. We pay return postage. Open account to established firms. We ship garments same day as received. Work guaranteed for the life of the garment. Satisfaction or no charge. Free signs, mailing labels and tags. **THRIFTY WEAVERS, 310 St. Clair St., Toledo 4, Ohio.** 5713-29

## REWEAVERS' SUPPLIES

Inweave and Wonderweave needles sold complete with illustrated instruction sheet, \$12 each. Replacement points, \$6 each. **National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut.** 2776-23

## CONSULTANTS

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, EDGEWATER, MARYLAND.** 155-25

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, 44 Fisherville Rd., Route 10, Penacook, N. H.** 3635-25

## MACHINERY FOR SALE

**REBUILT TO WEAR WITHOUT REPAIR.** Complete dry-cleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV-9-6585. 5199-4

For drycleaning-laundry machinery try **KEEL COMPANY,** 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

Prosperity 6-A unit, thoroughly overhauled and in excellent shape; Hoffman 140F unit; also filters and stills various sizes and makes. Very reasonable. Louis D'Angelo, 1070 66th St., Brooklyn 19, New York. Phone: Shore Road 5-6410. 5561-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585. 5200-4

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**IMPERIAL LAUNDRY MACHINERY CO., INC.,** 121 Greenpoint Ave., Brooklyn, N. Y. EV 9-6585, are selling for owners of **PENN CLEANERS,** 207 W. 38th St., New York City—Prosperity laundry and drycleaning units; Prosperity 60 lb. automatic washer; 2 Mercury 140F cleaning units, 2 years old; tumblers; miscellaneous items. Also available synthetic and petroleum cleaning units; 2-girl shirt units; 5 H.P. Ingersoll-Rand compressor; 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 5417-4

For Sale:—Hoffman unit washer, filter, extractor, tumbler, still and two 500-gallon tanks, motor-driven and only two years old. Best offer buys the unit. Whisler's, 531 Broadway, Hanover, Pa. 5688-4

3 H.P. 3-phase motor, Arma marker and 30" x 40" washer, all in good condition. ADDRESS: Box 5716, **NATIONAL CLEANER & DYER.** -4

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3 NEW 42" x 42" **HUEBSCH LAUNDRY TUMBLERS** in original crates. Never used. 4 heating coils; motors are 220 volt, 3 phase, 60 cycle. AC current. Will sell any one or all. Purity Textiles Mfg. Corp., 4010 East 31st St., Kansas City, Missouri. 5742-4

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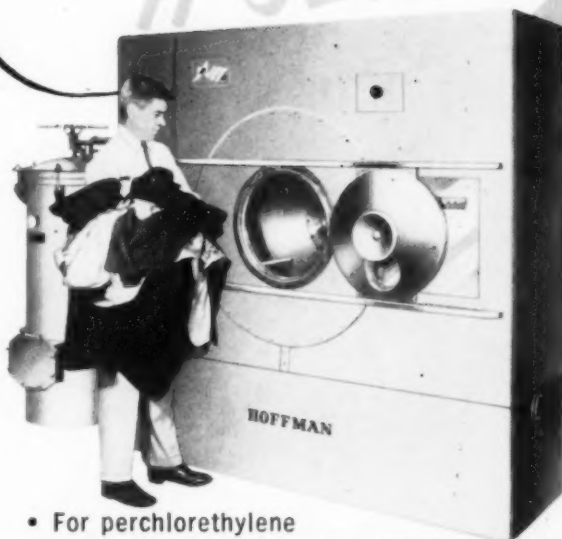


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